

SAINT LOUIS RIVERFRONT DEVELOPMENT PLAN



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1967

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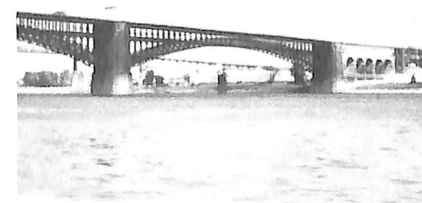
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INTRODUCTION

When St. Louis was founded two hundred years ago, the City's very existence depended upon its greatest natural amenity, the Mississippi River. As in many other cities throughout history, the River provided not only the necessities of life, but also the means of trade with other parts of the country, thus stimulating the City's growth and benefiting it economically. Though some cities continue to embrace this unique feature in

their overall design and development, St. Louis has largely turned its back on the River in recent years.

Throughout the world, other cities have improved their waterfront by providing spaces for working, living and recreation, which together add variety, excitement, identity and beauty to the total city. Chicago and San Francisco, for example, have a strong identification



• CHICAGO LAKEFRONT •



• SAN FRANCISCO WATERFRONT • Courtesy of Department of City Planning, San Francisco

with their respective bodies of water. A visitor to these cities is aware of the utilitarian aspects of the water as well as its great beauty.

HISTORY

St. Louis, because it was established on the Mississippi River at the center of the nation, became the stepping

off point for adventure, new opportunity and wealth. At the outset it was an important node for various types of transportation and it, therefore, became a commercial and manufacturing city of great importance. With the River being the City's primary reason for growth, it was natural for the Riverfront to become the City's most active industrial, warehouse and transportation center. The industrial use of the Riverfront flourished and dictated the pattern of its development for many years.

POTENTIAL OF RIVERFRONT

Yes, St. Louis has thrived from the use of the River in the past, but today we must ask this question: "Does the City continue to take full advantage of this great natural asset and capture the uniqueness it offers to all?" A drive along the Riverfront makes manifest a negative answer. The driver experiences an unused potential, observes the general deterioration of past dynamic industrial uses and comes to the realization that most of this area is not available to the citizens of St. Louis because of its inaccessibility and uninviting development.

To insure that the City takes full advantage of the Riverfront, this plan envisions a new era of development from south to north. The completion of the Jefferson National Expansion Memorial can act as a stimulus for revitalizing all other portions of the Riverfront. A new cycle has begun. It behooves the City of St. Louis to carefully plan for the future, integrating all types of Riverfront development with the overall City pattern. The new cycle must again identify St. Louis with the Mississippi River.

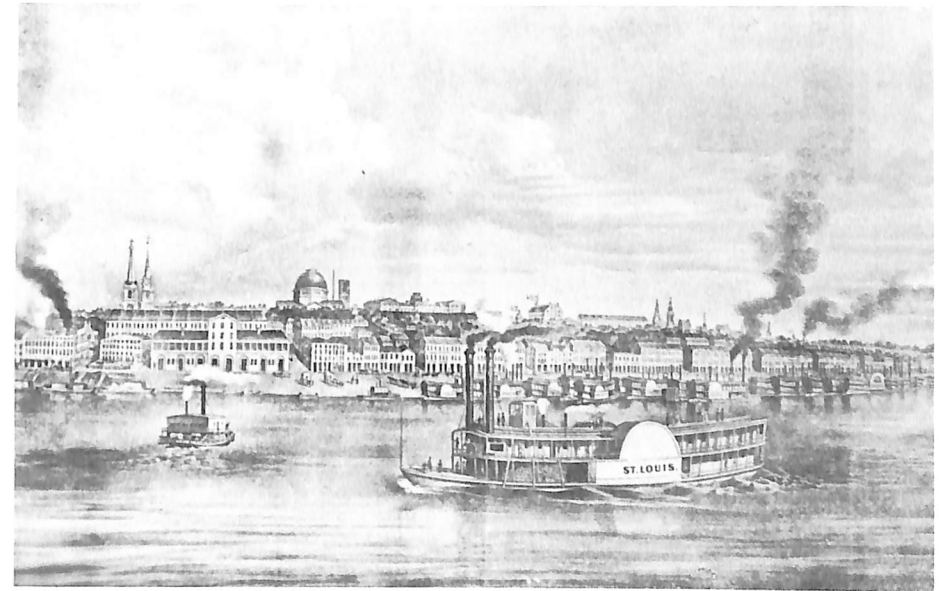
PURPOSE OF REPORT

The purposes of this report are to stimulate interest in the Riverfront by identifying problems that exist along the River, setting forth objectives for future development, delineating a plan for this development and suggesting action necessary for the realization of the plan. The basic objective of the plan is to maximize the potential use of the Riverfront as an industrial, residential and recreational center. This plan, a series of architectural and planning concepts, is meant to be long range and realized over a period of twenty to thirty years. Through the joint effort of all the citizens of St. Louis, the concepts presented, or their proximity, can become a reality.

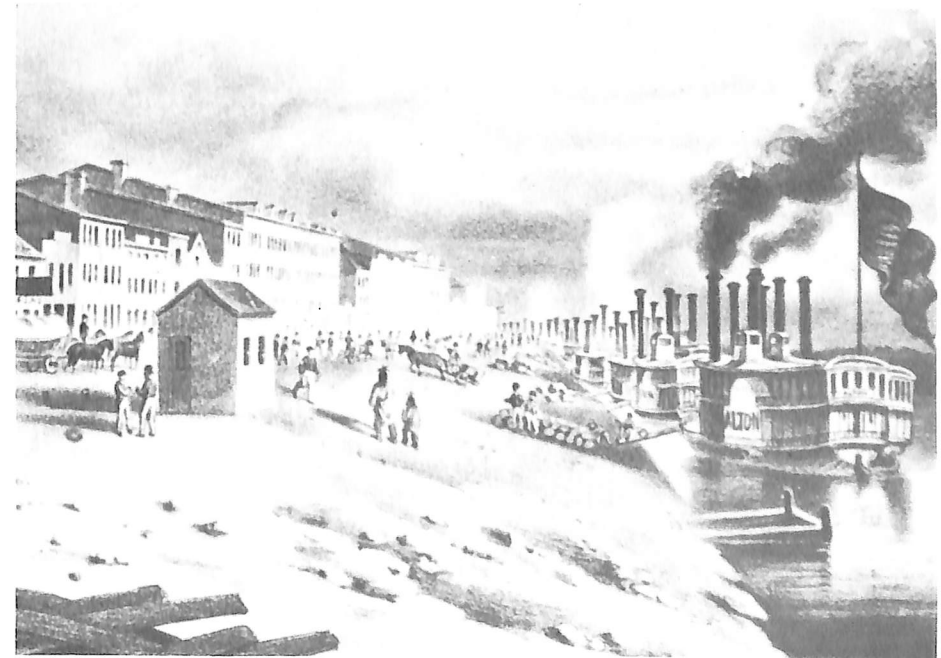
ASSUMPTIONS IN PLANNING PROCESS

Since the planning process used is a physical design approach, certain assumptions are made. Additional studies of these assumptions will further the realization of the plan.

1. Proposed primary routes (Plan Commission's Major Street Plan) will be built.
2. The air pollution problem in the St. Louis area will be reduced by legislative control and technology.
3. High-rise apartment living will become more accepted in St. Louis.
4. Cooperation with the Illinois communities on the East Side will continue to exist.
5. Engineering studies for proposed piers, roadways, et cetera will be detailed at a later date.
6. The public and private sectors of the community will implement this plan.



• COURTESY OF THE MISSOURI HISTORICAL SOCIETY •





METROPOLITAN REGION

St. Louis, located on the west bank of the Mississippi River, is 16.3 miles south of its confluence with the Missouri River. The urban area is surrounded by rich rolling farmland on the north, the great mid-continental prairie on the west, the Ozark plateau resort region on the south, and the great American bottoms on the east.

The City's central location makes it a transportation

hub. Twenty states are linked to it by the 13,394 mile inland waterway system. Seven interstate highways join the City to all parts of the nation. In addition, it is the country's second largest railroad nucleus and a leading airline center.

Within this metropolis, the Riverfront study area shown in this report consists of 6,234 acres of land within



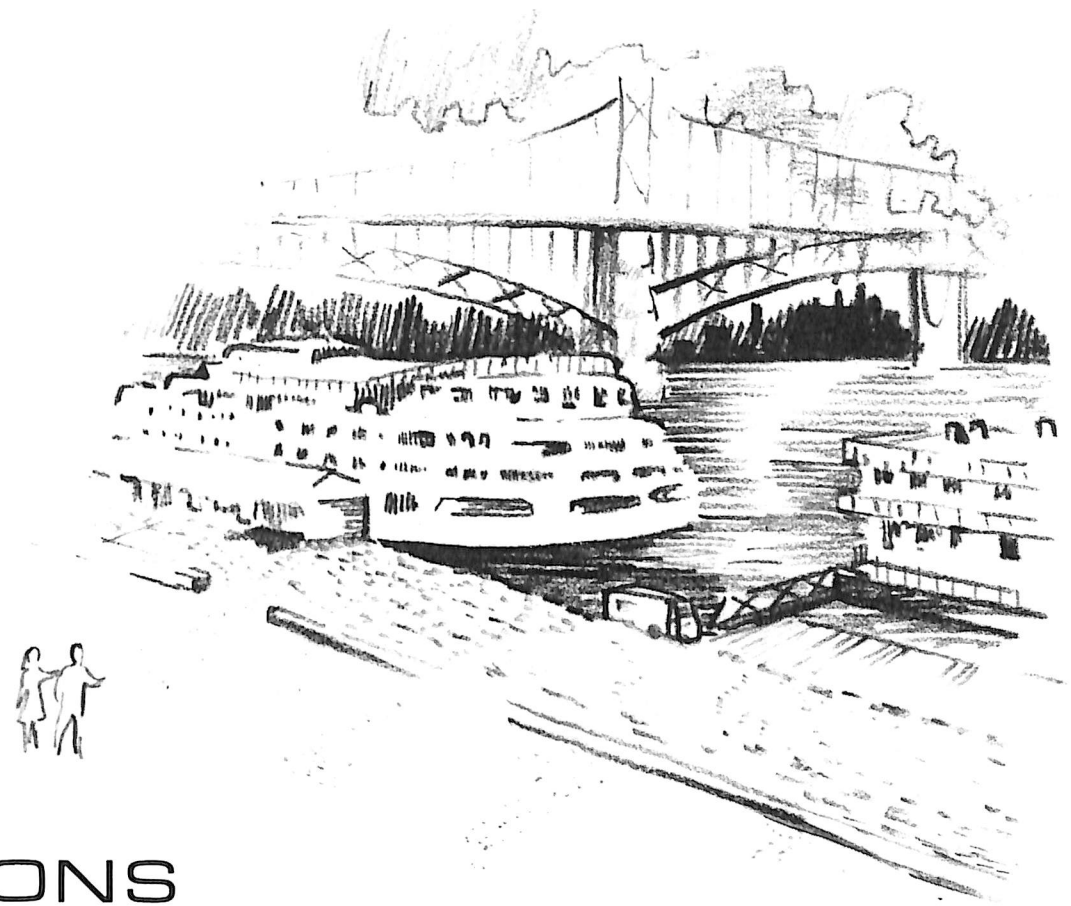
the Corporate Limits of the City of St. Louis and the 934 acre Mosenthien Island.¹ Generally, the study area is bounded by residential neighborhoods in the southern part of the City, the Ozark,² Third Street³ and Mark Twain⁴ Expressways in the central portions of the City, and two cemeteries,⁵ residences and the Corporate Limits of St. Louis in the northern part of the City. The limits of the study area were determined by recog-

nizing physical boundaries wherever this was possible.

Nineteen miles of the Mississippi River form the eastern boundary. The study area overlooks largely undeveloped land on the east side of the River, except for several industrial complexes and railroad yards in East St. Louis, Illinois,⁶ across from the Jefferson National Expansion Memorial,⁷ and in Granite City, Illinois⁸ further north.



Courtesy of the St. Louis Post-Dispatch



EXISTING CONDITIONS

A great variety of land uses exist in the study area. Though in the past much of the land near the River was not utilized because of the possibility of flooding, areas least subject to flooding were developed early in the City's history and they now require rehabilitation and reconstruction. In general, the entire area suffers from mixed land uses, excessive railroad and street rights-of-way and lack of basic primary and secondary

routes. Because of poor access, many of the largest vacant sites in the City exist along the Riverfront.

In order to properly investigate each part of the study area, general facts about existing conditions were assembled. Through their evaluation, individual characteristics or unique opportunities were discovered and this resulted in proposals for the most appropriate use.

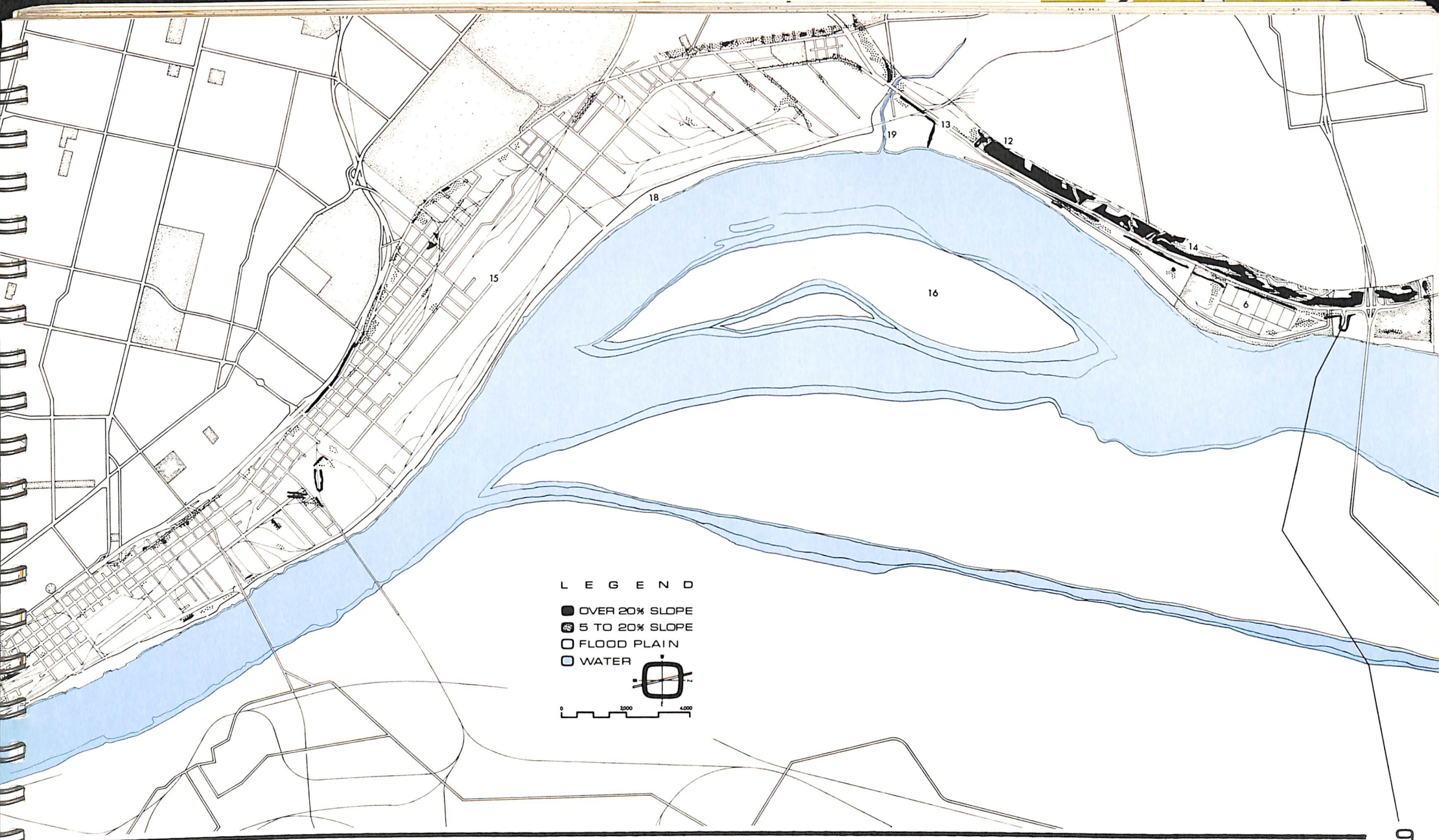


EXISTING PHYSICAL FEATURES

The topography of the Riverfront is distinguished by two extremes. Most northern sections are relatively flat with gentle slopes toward the River. In contrast, the River's edge to the south between Cherokee Street¹ and Bellerive Park² is a major rock bluff with elevations up to 110 feet. Rather steep slopes exist in north Carondelet,³ the Soulard district,⁴ Laclede's Landing,⁵ and west of the City Waterworks property.⁶ South-

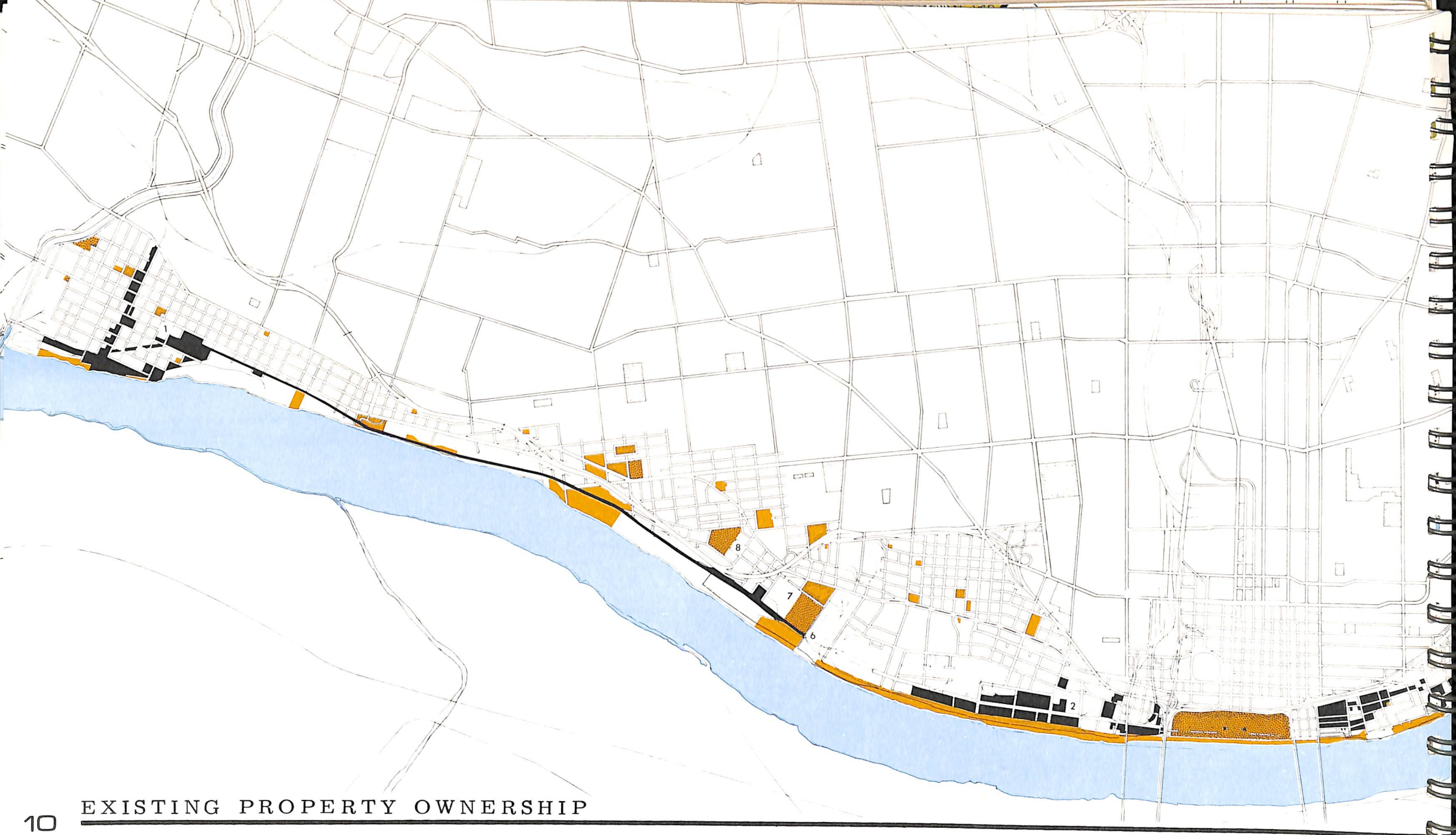
eastern parts of Carondelet,⁷ areas west of the rock bluff⁸ and the Kosciusko district⁹ have moderate slopes.

In addition to the southern rock bluff, special physical features along the Riverfront include two major quarries, one¹⁰ near the site of the old Work House on Broadway¹¹ and the other,¹² which is still in use, on Riverview Drive,¹³ south of the Chain of Rocks Park.¹⁴



There are several small dry lakes located along Hall Street,¹⁵ many of which have recently been used as a land fill. The most distinctive special feature is Mosenthien Island,¹⁶ located off the northern Riverfront. Most of its 934 acres are covered with dense natural vegetation. Other sites in the study area having natural vegetation include a hillside north of Steins Street,¹⁷ and an area opposite the Island along the water's edge.¹⁸

The natural flood plain of the Mississippi River has been greatly restricted by the earth levee and concrete flood wall protection recently constructed along most of the St. Louis Riverfront. Today, only an area east of Riverview Drive and north of the flood protection near Maline Creek,¹⁹ parts of Mosenthien Island, and a few areas south of the flood protection wall are subject to occasional high water.

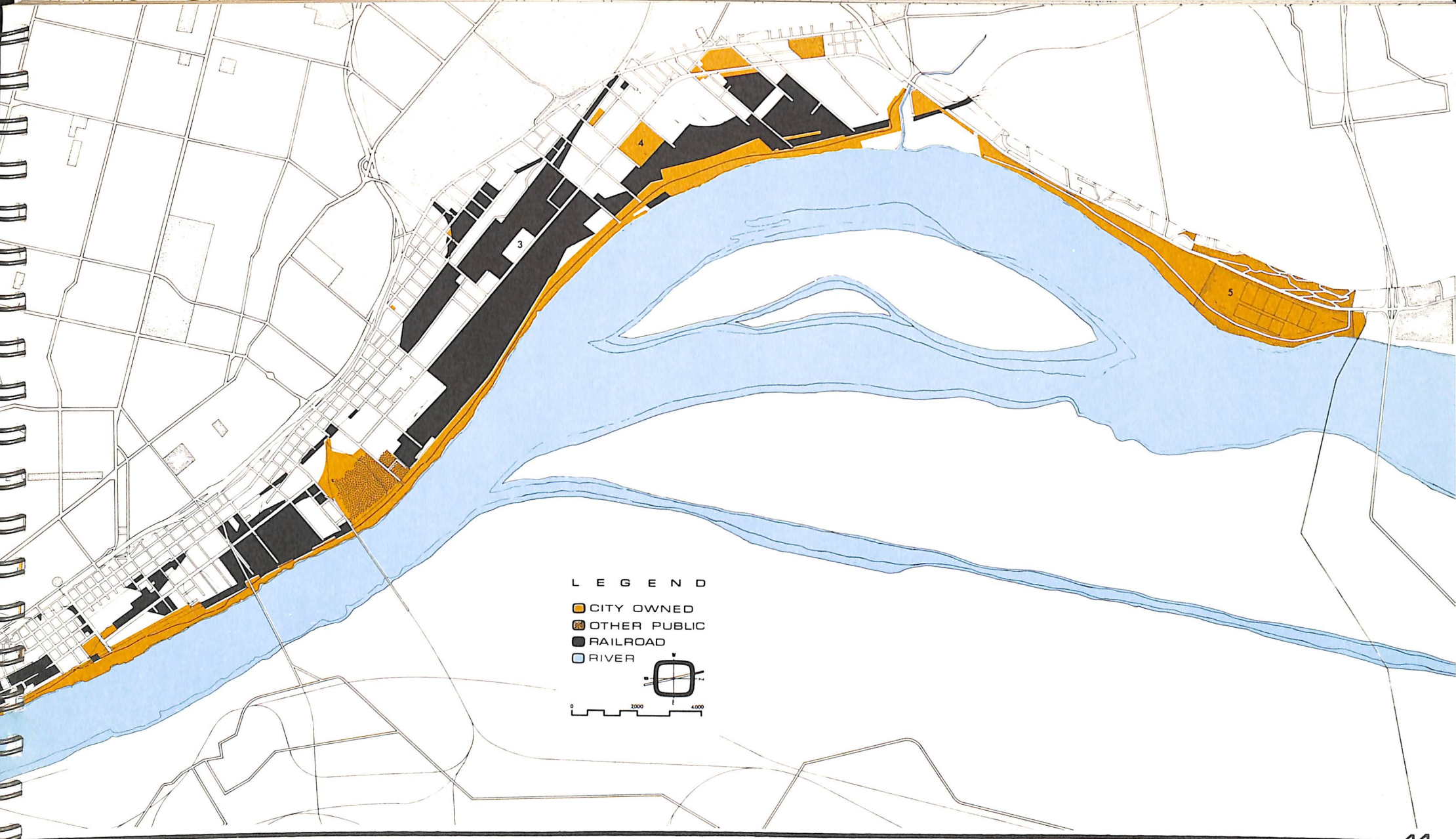


EXISTING PROPERTY OWNERSHIP

A large percentage of land within the study area is owned by railroads and the City. Concentrations of railroad ownership exist in the industrial areas of Carondelet¹ and Kosciusko,² and throughout the north part of the Riverfront, particularly along Hall Street.³ For this reason, large industrial sites are available if the railroads wish to sell their property. Furthermore, additional industrial property would become available

if the railroads should decide to eliminate or consolidate some of their tracks.

City property ownership is confined chiefly to public facilities, such as the Work House,⁴ the Water Works,⁵ parks, schools, police stations and fire houses. In addition, the City owns the wharf area from the water's edge to the flood wall or levee. Because of this, pro-

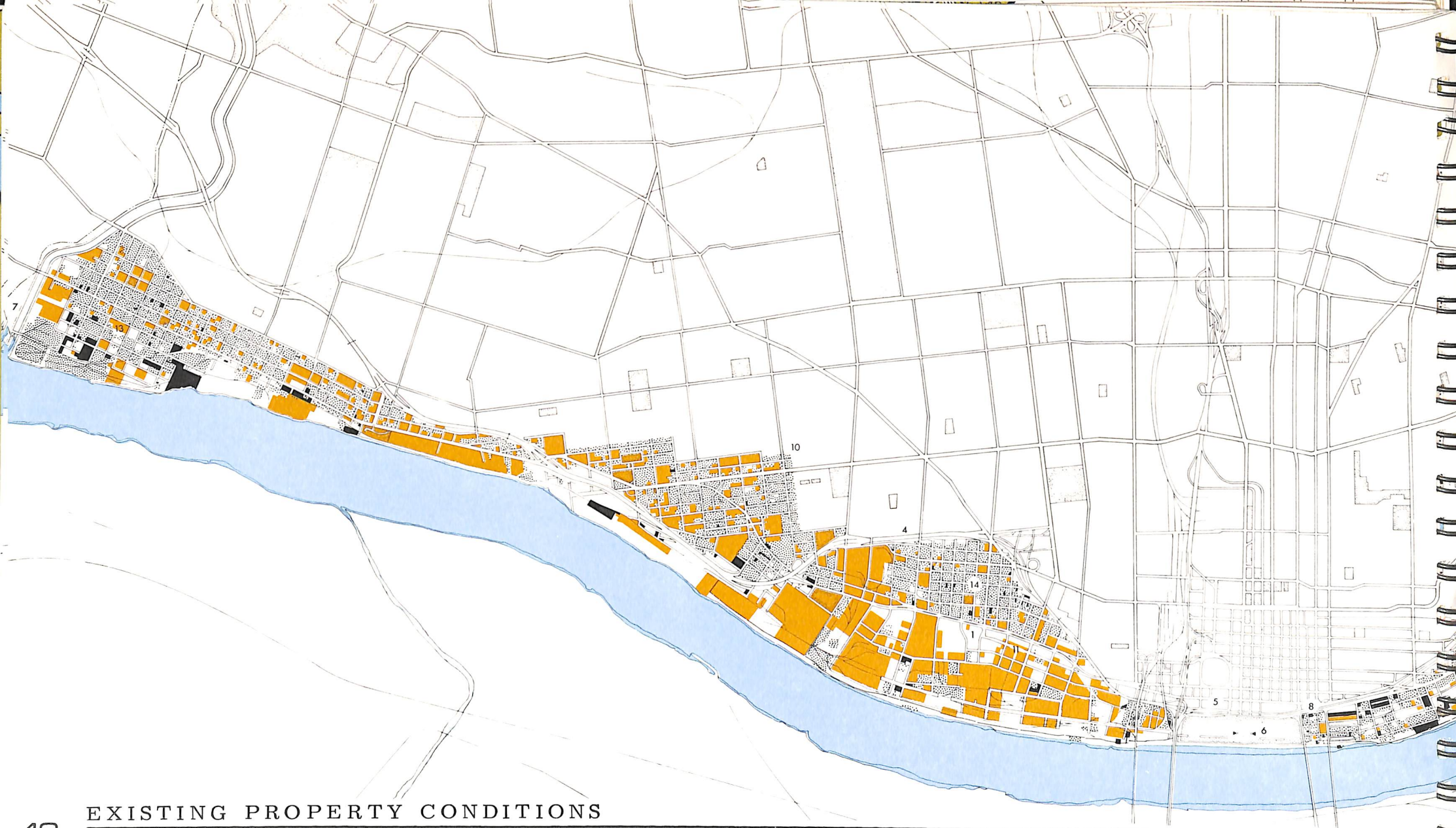


posed improvements of the wharf could be developed mostly on City owned land, thus reducing the cost of land assemblage. This property could be actively used, yet remain under public control. Other public property is owned by the Metropolitan Sewer District and the Bi-State Development Agency. The Corps of Engineers' office,⁶ the Aeronautical Chart Center⁷ and the Records Center⁸ are federally owned.

• Ownership Statistics •

Ownership	Percent of Study Area
RAILROAD	15.2
CITY OF ST. LOUIS	17.5
Public Schools	0.1
Recreational Uses	3.1
Other Uses*	14.3

Ownership	Percent of Study Area
OTHER PUBLIC	1.5
State of Missouri	0.1
U.S. Government	1.4
PRIVATE OWNERSHIP	65.8
* includes flood protection R.O.W.	

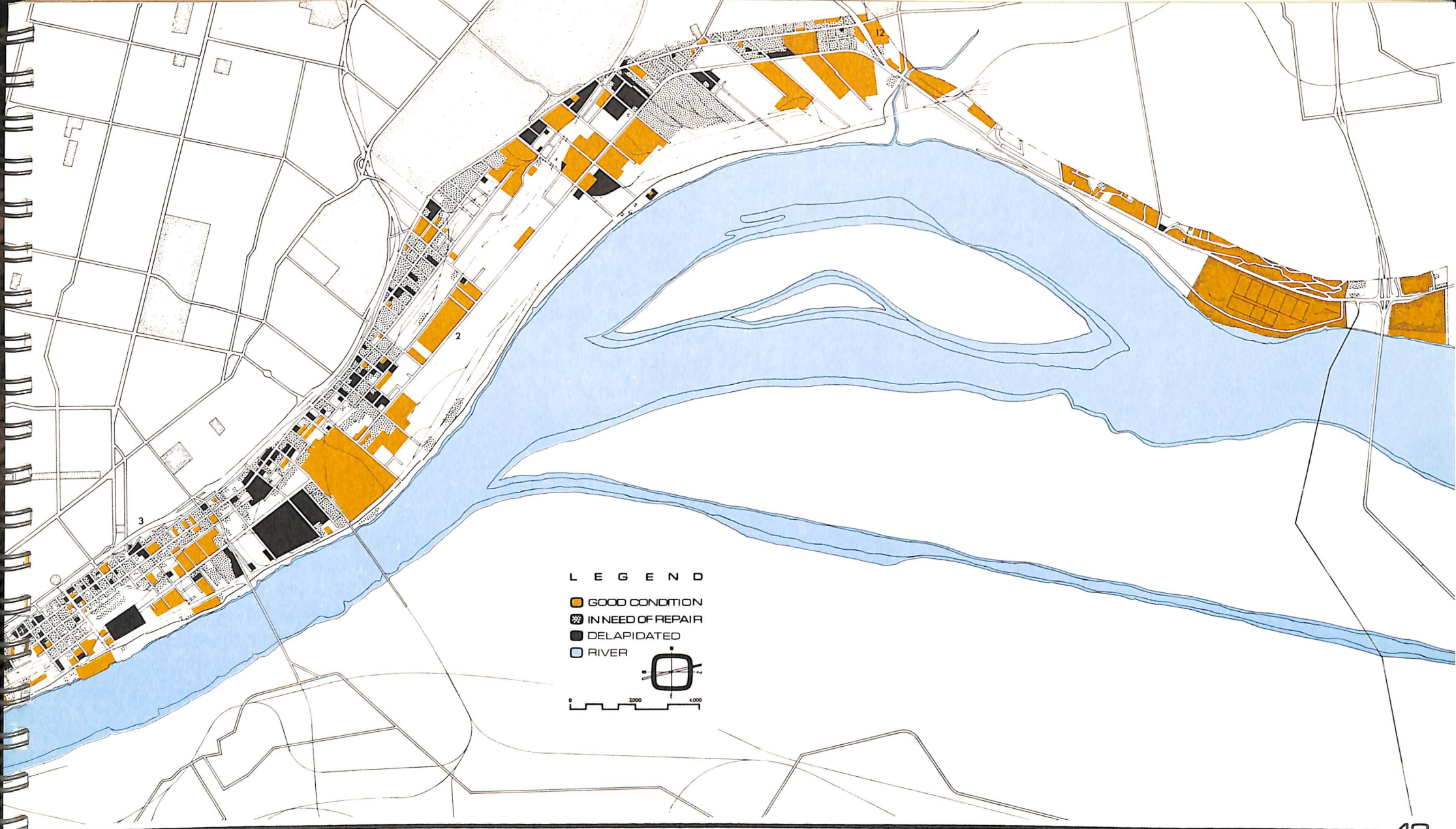


EXISTING PROPERTY CONDITIONS

Conditions in the study area were determined by a block by block field survey emphasizing general quality. Property was considered to be dilapidated if it no longer provided proper protection from the elements, was visibly out of plumb, or was used for improperly screened junk yards and automobile salvage yards. Properties in need of repair vary from those with minor deficiencies to those which show signs of overall

blight. Parcels in good condition require only normal maintenance repairs, such as painting.

Prior to the establishment of the present Corporate Limits in 1876, several independent towns existed along the waterfront. Some of these areas have structures which are among the oldest in the City and, therefore, are significant due to architectural or historical values;



however, age has often contributed to the deterioration and obsolescence of these structures. Recently most construction has been confined to industrial projects in the Kosciusko Urban Renewal Area¹ and the Hall Street district,² highway construction for the Mark Twain,³ Ozark⁴ and Third Street⁵ Expressways, and development in and around the Jefferson National Expansion Memorial.⁶

In spite of its age, much of the industrial property within the Riverfront study area is in good condition, particularly in the Carondelet,⁷ the Kosciusko and the Hall Street areas. The largest concentrations of obsolete industrial property, which are often vacant, are located just north of Laclede's Landing⁸ and in areas of conflicting land uses, such as between Broadway⁹ and the Mark Twain Expressway in the north.

In contrast to most industrial property, few commercial areas are well maintained. The shopping facilities on Cherokee,¹⁰ in the Kosciusko Broadway Plaza Shopping Center¹¹ and in the Riverview Shopping Center¹² seem to be the most progressive. Many other facilities lack requirements basic to modern retailing and are, therefore, often vacant and deteriorating.

The worst residential areas are often the oldest and are generally those which are mixed with industrial uses or large concentrations of commercial uses. This is particularly true east of the Mark Twain in the north, and in Carondelet east of Broadway.

A few residences in "Kelly Patch",¹³ located in Carondelet, have historical significance, in that they are stone and brick structures dating back to early development. The Soulard district¹⁴ between Broadway and the Ozark Expressway is an area, however, with greater historical and architectural heritage. Though many of

the homes are currently in poor condition, the entire community including churches, stores, the row house residences and Soulard Market has great potential.

Most of the remainder of the residential property near the Riverfront is part of large neighborhoods which extend beyond the study area. They are generally in good condition or in need of only minor repair.

EXISTING CIRCULATION

- Locations of numbered elements shown on pages 18-19 •

Both the Ozark Expressway¹ in the south and the Mark Twain Expressway² in the north carry traffic into the Third Street Expressway,³ which is just east of the downtown commercial district.⁴ In addition, the Daniel Boone Expressway⁵ serves the west and will connect with Illinois. Interstate 44,⁶ still under construction, will serve the southwest, and at the northern edge of the City, Interstate 270⁷ joins the Missouri and Illinois sides of the River. Access across the River at St. Louis is provided by the MacArthur,⁸ Poplar Street,⁹ Eads,¹⁰ Veterans,¹¹ McKinley¹² and Chain of Rocks¹³ Bridges.

The only additional major north-south streets in the study area are Broadway¹⁴ and Hall¹⁵ Streets, both of which are chiefly truck routes; however, there are several major east-west streets which have their eastern terminus within the Riverfront area, such as Marceau,¹⁶ Loughborough,¹⁷ Chippewa,¹⁸ Arsenal,¹⁹ Russell,²⁰ Park,²¹ Chouteau,²² Market,²³ Washington,²⁴ Cass,²⁵ St. Louis,²⁶ Grand,²⁷ Adelaide,²⁸ and Taylor.²⁹

In general, most secondary streets were built in the



• EXISTING ROW HOUSES •

traditional grid pattern creating small parcels of land. Many dead end streets exist in the industrial districts. On the other hand, there are areas, particularly in the northern section of the study area, where large tracts of land exist without access.

EXISTING LAND USE

All major uses are represented within the project area, but industrial uses are the most prevalent. Almost twelve percent of the area is used for light industry and nearly thirty-three percent for heavy industry and railroads. The industrial uses are scattered throughout the Riverfront area; however, concentrations exist in the northern sections east of Broadway and in the near south side. Commercial property occupies only six and one-half percent of the land. Most of this development is in the form of scattered corner stores and shops or is strip development along Broadway.

Residential uses occupy nearly fourteen and one-half percent of the land. Most residential areas are west of Broadway in the southern sections of the study area, but one concentration exists in Baden, north of Calvary Cemetery. Many of the public uses, occupying twelve percent of the land, are within these residential areas or between the River and the levee or flood wall. Some public institutions and service facilities are also located in the area studied.

It is significant that nearly twenty-one percent of the total 7,168 acres in the study area is vacant. The larger parcels are in the Hall Street area and on Mosenthien Island, with small concentrations dispersed elsewhere. (See Land Use Table page 20)

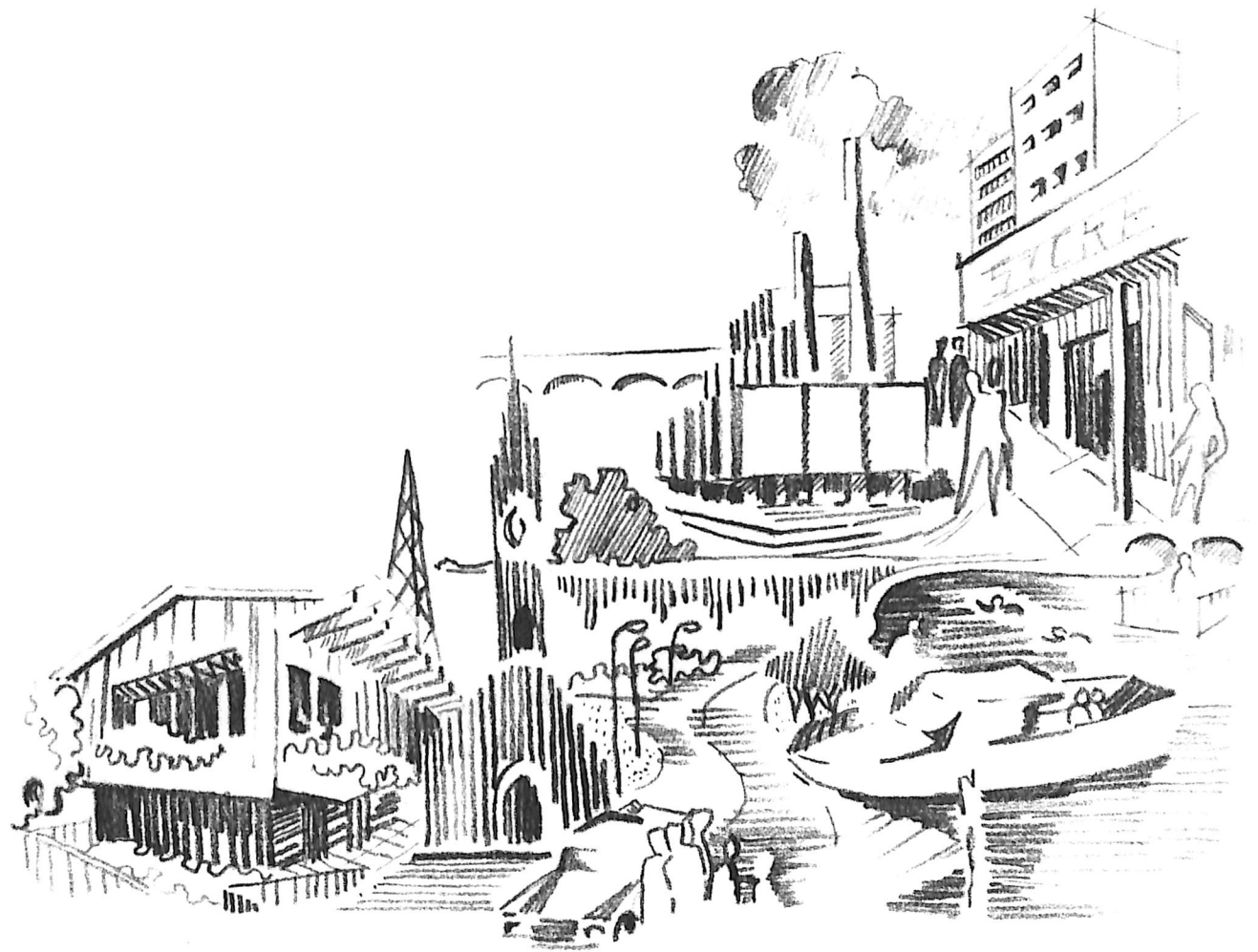




EXISTING POPULATION

Total population of the study area is 49,369 (1960 U.S. Census), seventy-three percent of which lives in the southern section. The highest densities, in the Souldard neighborhood, range from 17 to 71 dwelling units per acre, and according to the 1960 U.S. Census, the income level of those living in this area is far below the City average of \$6,275. Most others living in the southern study area have incomes which are above

the City average. The densities in these areas range from 20-30 units per acre around the Cherokee area to 10-20 units per acre in the Carondelet district. Those living in the low density (1-15 units per acre) residential neighborhoods in the far north have incomes above the City average and a low degree of mobility. Others in the north generally occupy houses located in established industrial districts.

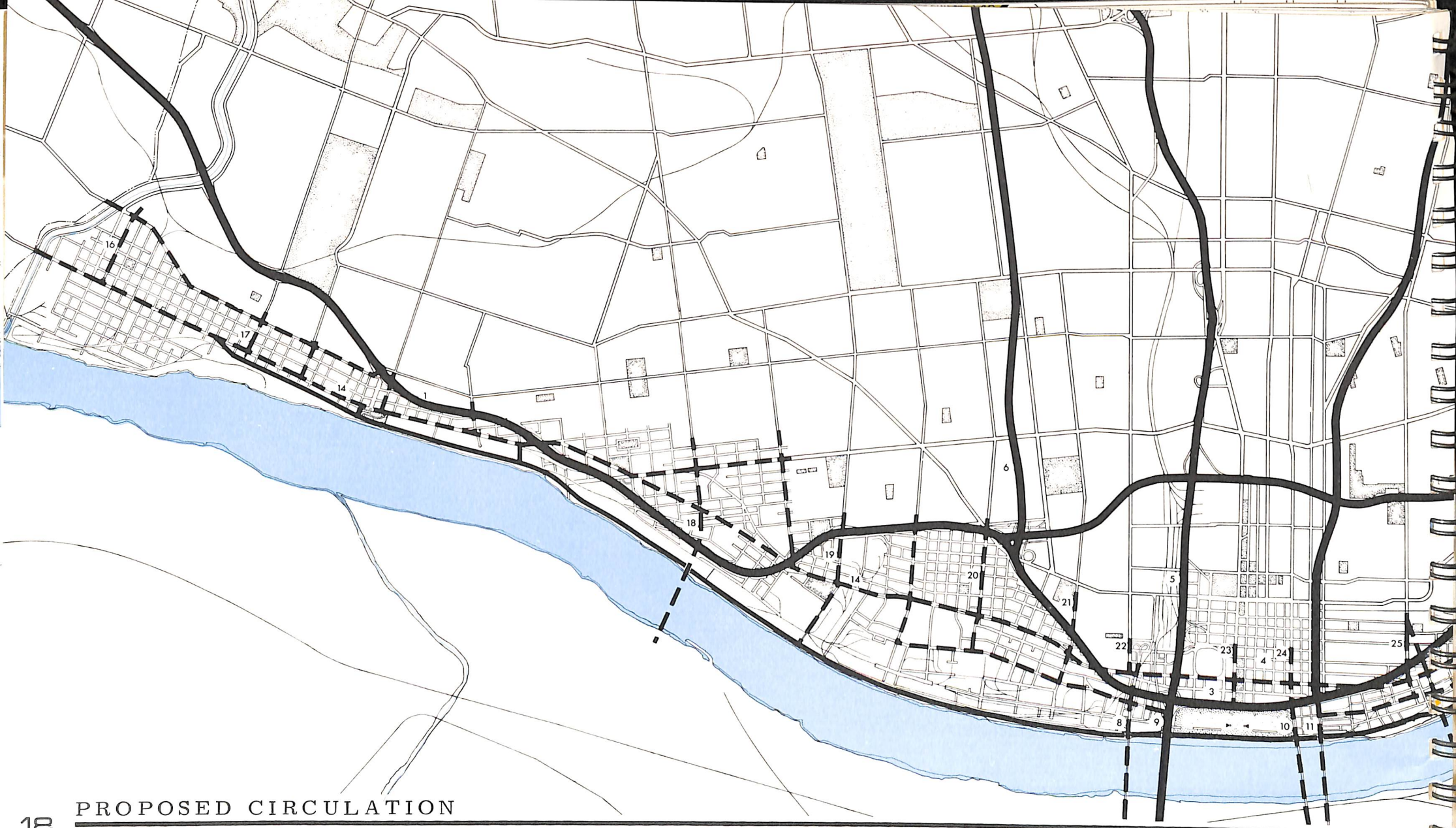


DEVELOPMENT PLAN

In order to determine the validity of specific planning decisions, it is necessary to establish general goals. The Development Plan reflects these design parameters by maximum utilization of the Riverfront.

1. Produce an efficient network of streets, utilizing established rights-of-way whenever possible, while vacating unnecessary existing streets.

2. Encourage the dynamic growth of the waterfront as a regional industrial center.
3. Relocate existing strip commercial development into concentrated shopping centers.
4. Provide windows to the Riverfront by creating neighborhood complexes for living at the water's edge.
5. Promote water-oriented parks and recreational activities for use by all citizens of St. Louis.



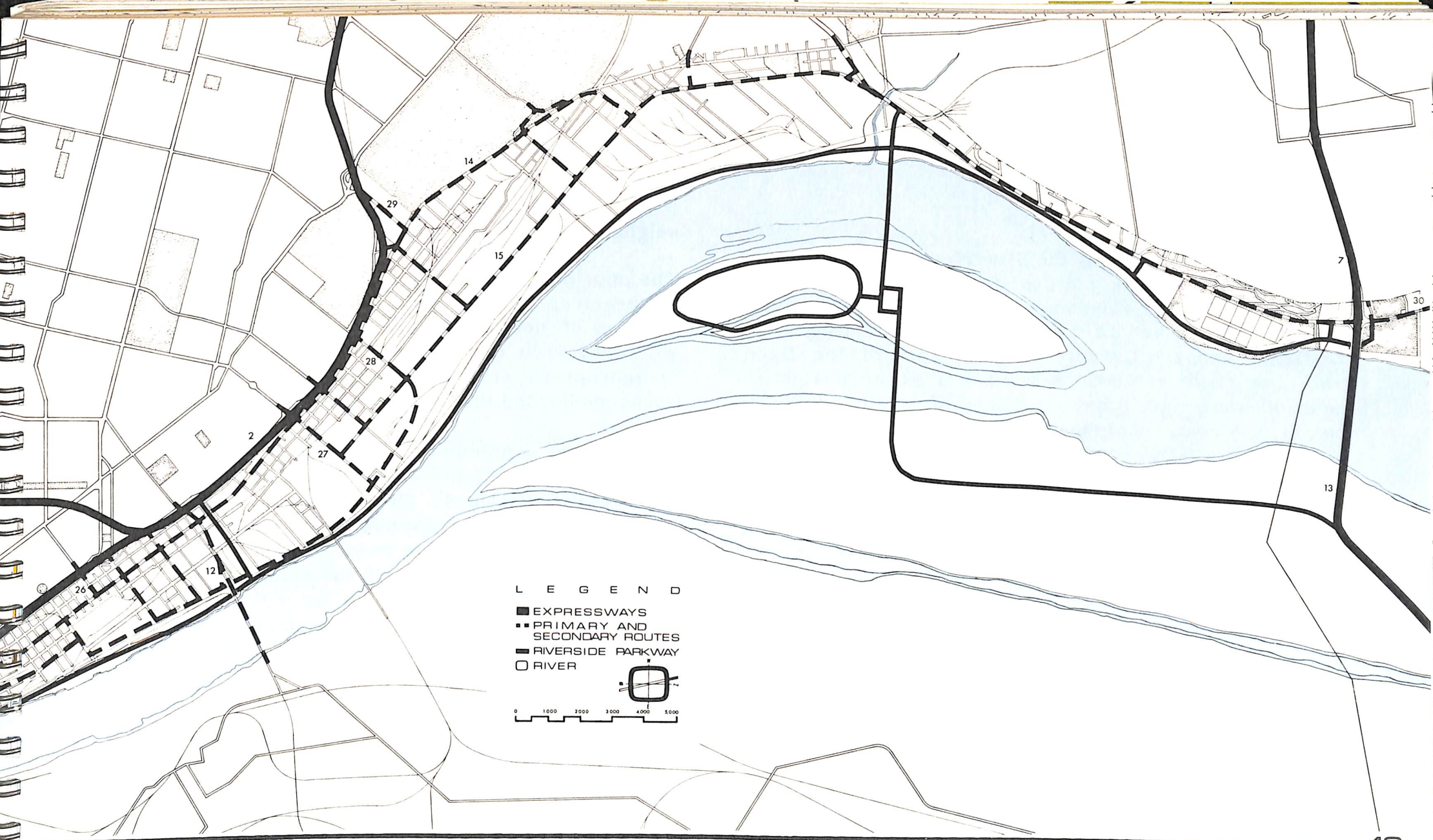
PROPOSED CIRCULATION

• Primary and Secondary Circulation System •

In general, the proposed primary and secondary system follows or compliments the City's Major Street Plan. No new expressway construction is shown in the study area; only minor modifications are suggested.

The plan for the primary street system envisions Broad-

way¹⁴ as the study area's major artery, providing inter-city and intra-city movements and direct access to the expressway system. This would be enhanced by several short routes connecting industrial complexes. East-west access to the study area would be provided largely by extensions or improvements to existing streets. Through movements on primary routes are encouraged by eliminating extraneous crossings of minor streets,



by providing proper traffic signals and by improving alignment. New bridges are proposed to facilitate access across the River at Chippewa¹⁸ and at Cass Avenue.²⁵

The secondary street system carries traffic to the primary system from the minor streets, which serve individual industrial and residential sites. Basically, the proposed plan endeavors to do the following:

1. Use the existing rights-of-way whenever possible.
 2. Eliminate dead end industrial routes by providing a loop system to primary streets.
 3. Discourage through traffic on minor streets.
 4. Abandon unnecessary rights-of-way.
- Generally, industrial and residential secondary routes are staggered to discourage industrial traffic through residential neighborhoods.

• Riverside Parkway •

This unique route along the Riverfront, largely using new rights-of-way, is not designed as part of the primary system. The route, separated from all industrial traffic, is proposed as a scenic drive connecting recreational nodes. Largely located east of the flood wall, the route would be screened from the unsightliness of some industrial development; while at other points, the route could be on top of the levee when the view to the west would be an interesting one. Further variety is added by varying the width of the route and the occasional separation of lanes. The plan provides inviting entrances to the Riverfront route which connect to the primary circulation system. It also recognizes and compliments the St. Louis County Regional Park Plan, which proposes a scenic route entering the City on Broadway in the south and on Riverview Drive³⁰ in the north.

PROPOSED LAND USE

The proposed eight and one-half percent increase in industrial uses along the Riverfront can be achieved by relocating non-industrial uses from established industrial districts and developing vacant or substandard industrial sites for new or expanding facilities. Most industries are to be located east of Broadway between Chippewa in the south and Riverview Drive in the north. (See subsequent pages showing land use plans)

Strip commercial property is generally reduced along major streets and concentrated at appropriate street intersections. Except for two regional centers, proposed commercial areas are neighborhood facilities.

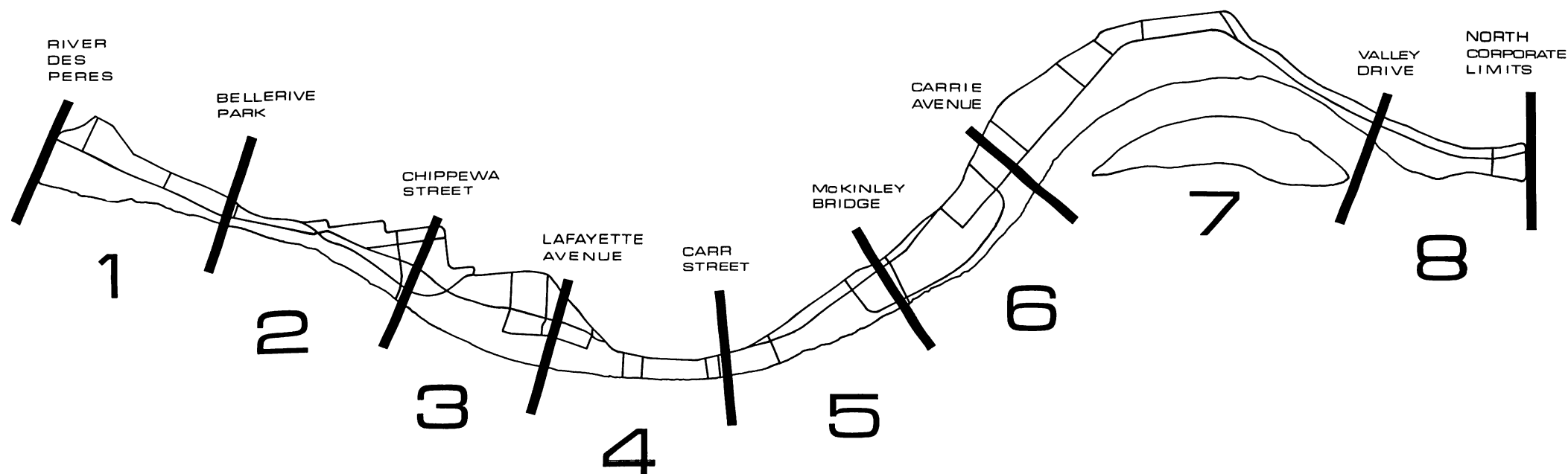
Even though the plan does not specifically show small neighborhood stores, many are to be retained.

The plan expands the acreage for residential purposes to seventeen percent of the area. An interesting combination of new and existing residential development will provide a more pleasing living environment and an appropriate transition to existing residential neighborhoods beyond the study area.

The property immediately adjacent to the River is proposed as a unique combination of industrial, residential and recreational uses. The plan calls for a public strip to be developed as a parkway with high concentration recreational nodes. This results in more than doubling the acreage of public uses in the study area. The concept provides for industrial uses with docking facilities and, in some cases, direct access to the River, unobstructed by the public use.

• Land Use Statistics (including all streets) •

Type	Existing		Proposed	
	Acres	Percent Of Total	Acres	Percent Of Total
One Family	481.57	7.7	212.30	3.4
2, 3 or 4 Family	350.73	5.6	586.21	9.4
Multi-Family	74.78	1.2	261.89	4.2
Commercial	407.71	6.5	185.85	3.0
Semi-Public	86.29	1.4	91.83	1.5
Light Industrial	741.60	11.9	1,053.42	16.9
Heavy Industrial	2,050.22	32.9	2,263.67	36.3
Public	754.14	12.1	1,578.66	25.3
Vacant	1,286.79	20.7	--	--
City Total	6,233.83	100.0	6,233.83	100.0
Mosenthien Island	934.00		934.00	
TOTAL	7,167.83		7,167.83	



DEVELOPMENT PLAN DESIGN SECTIONS

The diagram above outlines eight Design Sections of the Riverfront area for more detailed study. Each section includes over two miles of the Riverfront with section seven including nearly four miles of the Riverfront and Mosenthien Island.

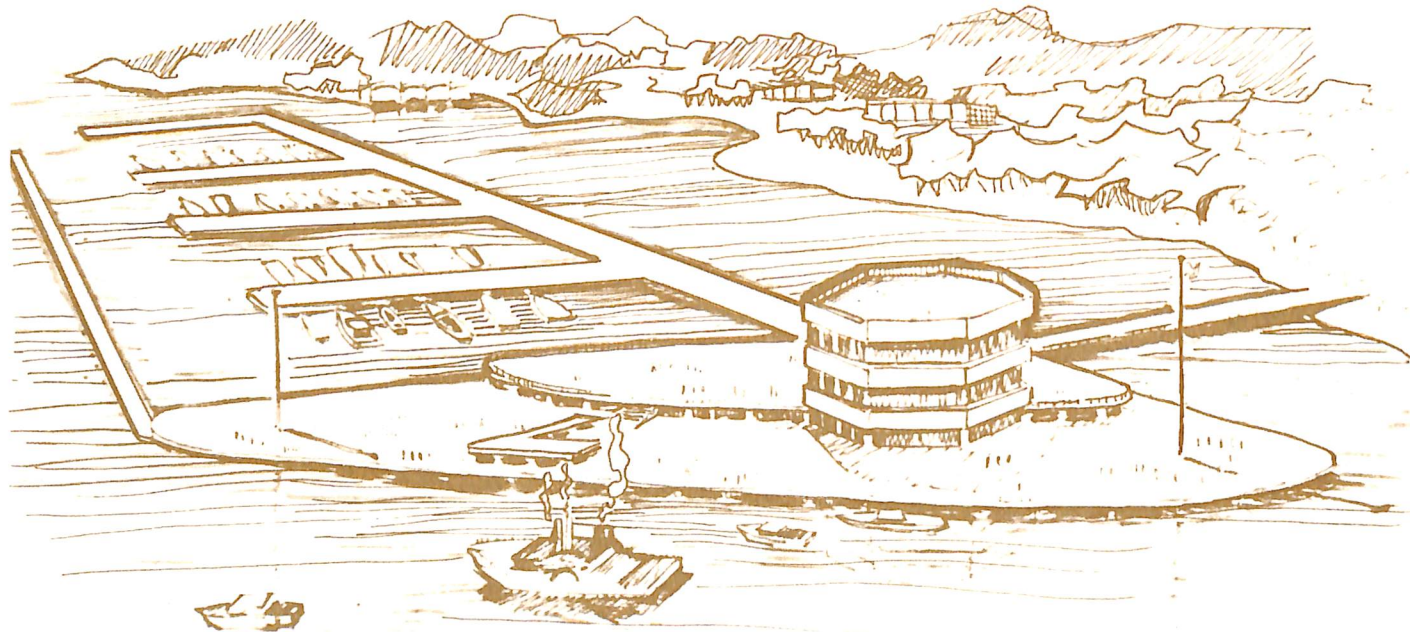
After summarizing the significant existing conditions in each Design Section, four elements of the proposed plan

are discussed. These elements of the total design are Circulation, Industrial and Commercial, Residential, and the Riverside Parkway.

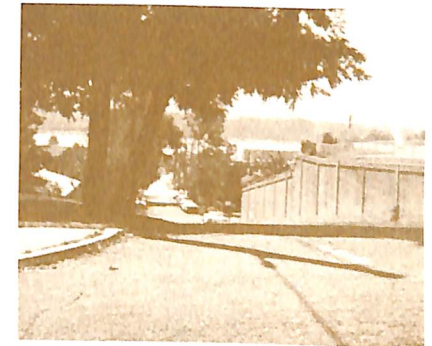
Each section includes an existing land use plate, a proposed land use plan and a proposed development plan. In addition, photographs and sketches help illustrate how each area can be revitalized.

DESIGN SECTION 1

RIVER DES PERES TO BELLERIVE PARK



• PROPOSED PUBLIC MARINA •



• APPROACH TO THE RIVERFRONT •



• EXISTING INDUSTRIES •

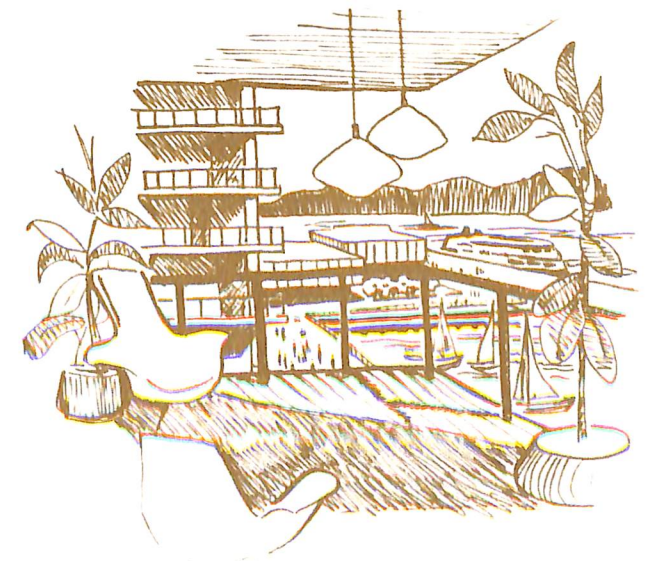
22



• POSSIBLE TOWN HOUSE DESIGN •



• RESIDENTIAL CONSERVATION •



• FROM BALCONY OF RIVERVIEW TOWERS •

SUMMARY OF EXISTING CONDITIONS

- Locations of numbered elements are shown on page 26 •

Located at the southeast corner of the City, this section includes residential neighborhoods west of Broadway,¹ which are largely stable one or two family districts with strip commercial along Broadway and a few additional mixed uses. East of Broadway, several major industries are inter-mixed with varied sub-standard uses and vacant land.

CIRCULATION

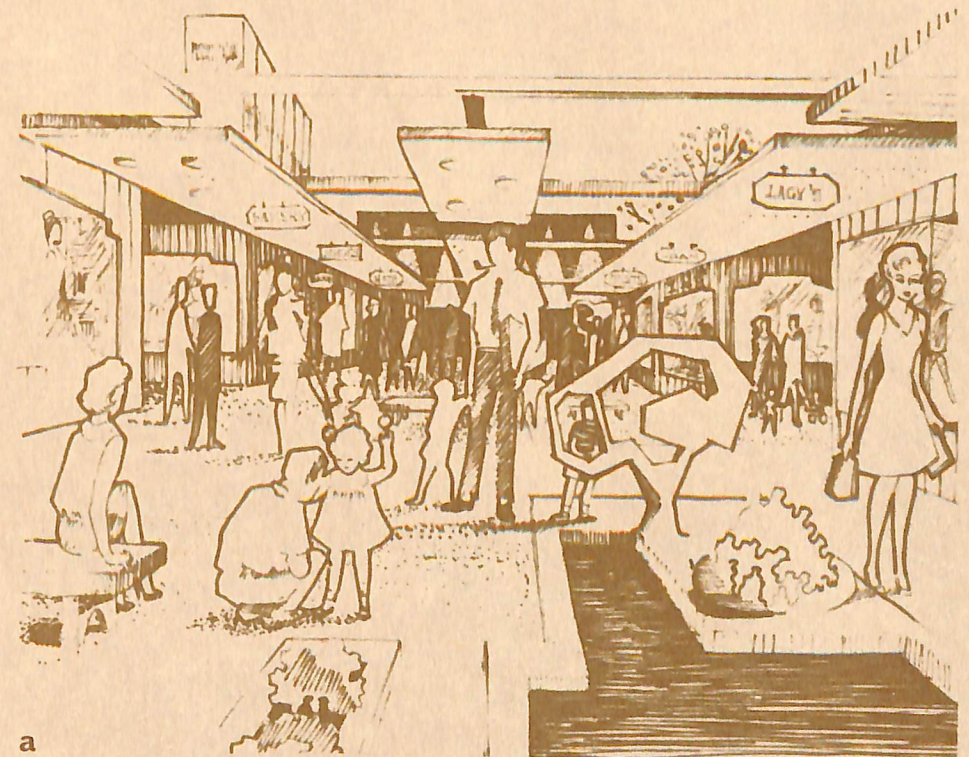
Major proposed improvements include development of Broadway to provide six lanes of moving traffic with a limited number of intersections. Utilizing existing rights-of-way, an industrial loop system has been proposed east of Broadway and south of Steins.² Some streets in the existing residential rehabilitation areas will be closed to limit through traffic and provide off-street parking bays and playlots.

INDUSTRIAL-COMMERCIAL

Through the relocation of sub-standard residential and commercial uses, a modern industrial park³ can be created east of Broadway just north of River Des Peres.⁴ In addition to making the existing industries more accessible, the development would open sites from one to fifteen acres for new light industrial uses. A much smaller industrial area three blocks west of Broadway would allow expansion of existing uses.

In addition to small neighborhood shops, one fourteen

acre regional commercial center is proposed at the northwest intersection of Broadway and Loughborough⁵ to replace the strip of existing mixed uses along Broadway. (See illustration a) A covered mall could connect the various shops and covered walkways could lead to off-street parking.

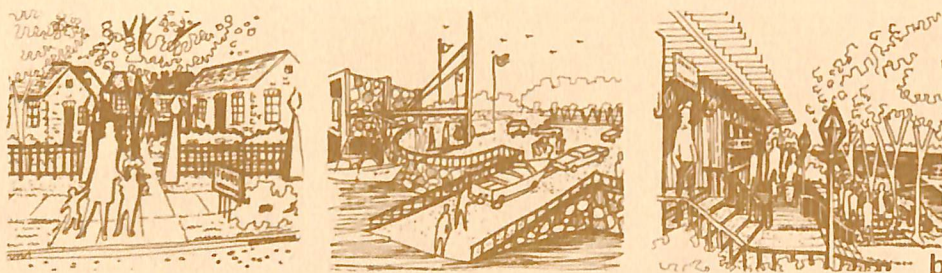


a

• SHOPPING MALL •

RESIDENTIAL

The most significant stone or brick residential buildings east of Broadway could be moved a short distance north into a proposed park⁶ to preserve them as historical buildings from the original City of Carondelet. (See illustration b) West of Broadway, the great majority of existing residential units would remain and be



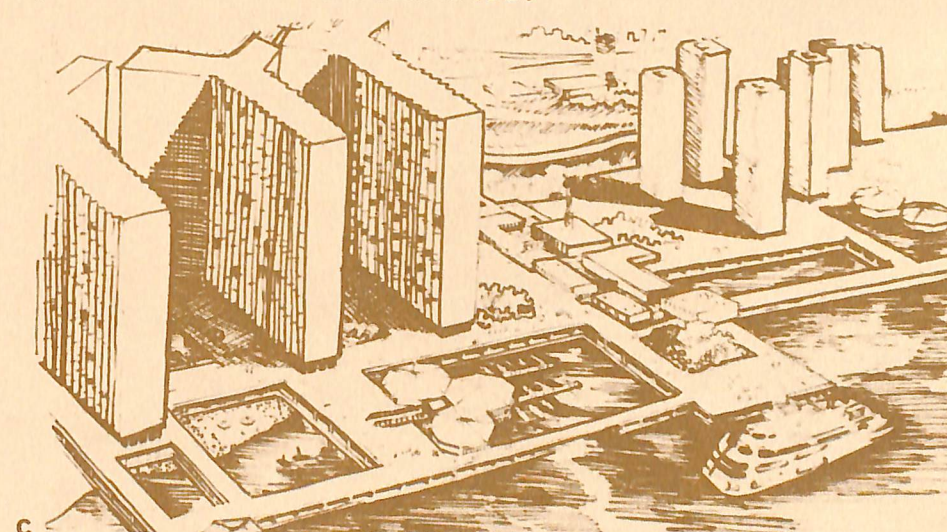
• FEATURES OF THE PROPOSED MARINA PARK •

improved. Vacant property, sub-standard housing, mixed industrial and some commercial uses would be replaced by new housing. Fencing and planting would screen residences from major streets, industry and concentrated commercial uses. The extension of Carondelet Lions Park⁷ would separate the existing industry from the residences as well as provide large play areas adjacent to Carondelet School.⁸

Many neighborhood corner stores could remain, and in addition, neighborhood shopping is proposed on Ivory Avenue,⁹ north of a small existing industrial development. Strip development would be replaced by this concentration of modern facilities with off-street parking.

A major fifty-five acre residential complex, South Riverview Towers¹⁰, is proposed at the edge of the River between a new park⁶ on the south and the existing Bellerive Park.¹¹ (See illustration c) This unique site, much of which is vacant today, offers direct access to the River since the railroad tracks do not run along the water's edge at this point, and there is no great topographical change between the site and the River. This is one of the only places in St. Louis where housing units could be developed on the River and still be adjacent to established residential neighborhoods.

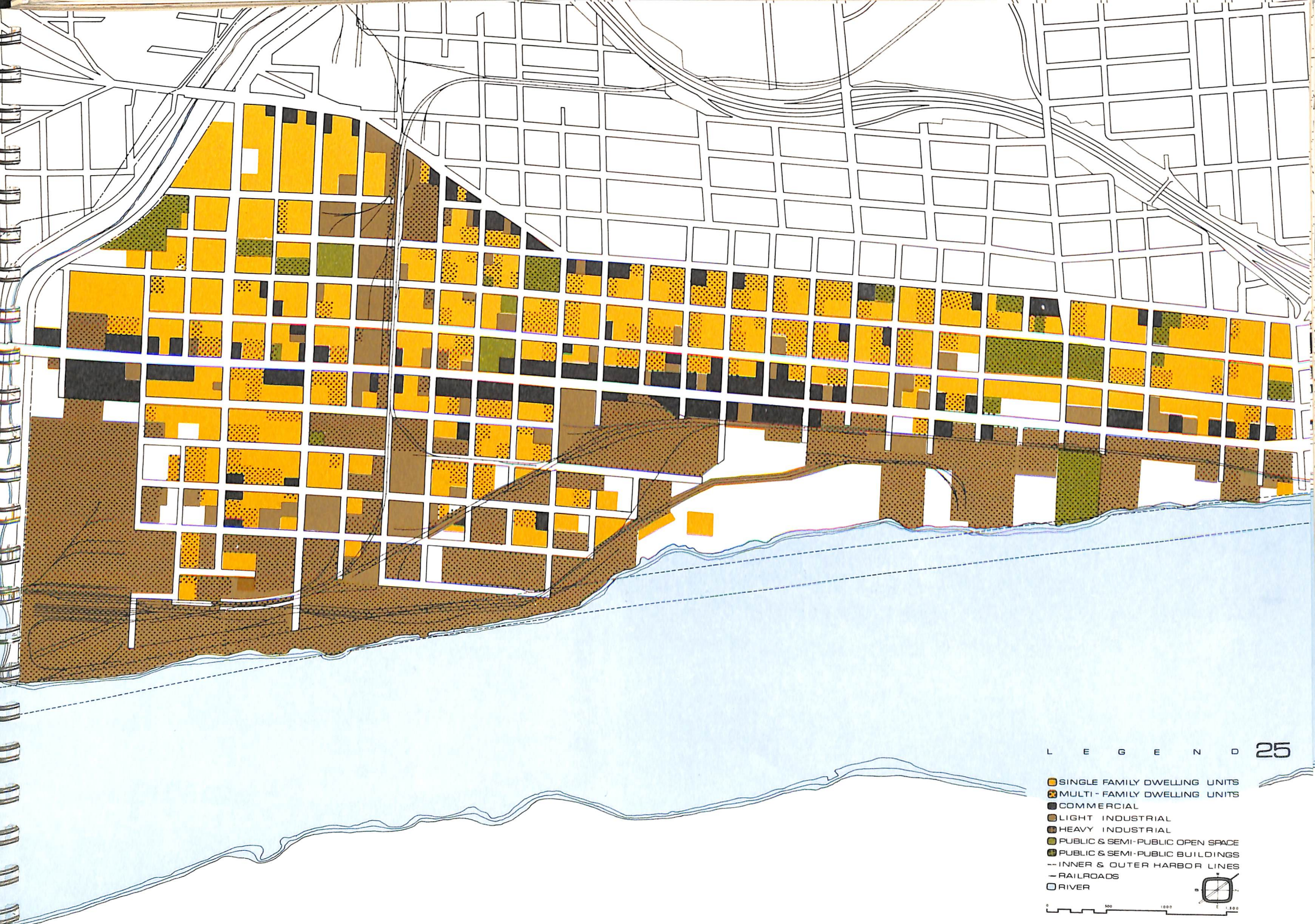
This complex, a community with up to 6,000 units, could provide private boating facilities, neighborhood shopping, a school, surface and enclosed parking, direct access to a park at each end of the complex, swimming pools and other recreational facilities. The slopes in the proposed park south of the site would act as a buffer between the apartments and the industries.



• HIGH RISE RESIDENTIAL COMPLEX •

RIVERSIDE PARKWAY

It is proposed that the Riverside Parkway¹² system begin at the Marina Park⁶ connection with Broadway. As part of the Parkway system, South Marina Park is proposed north of the industrial area. This forty-five acre site will include a public marina with long and short term rental of slips and boats, launching ramps, a swimming pool and a recreation center. Boat repair, sales and dry docks are to be located in the adjacent industrial area. The Riverside Parkway is shown west of the South Riverview Towers until it passes Bellerive Park at the edge of the River.



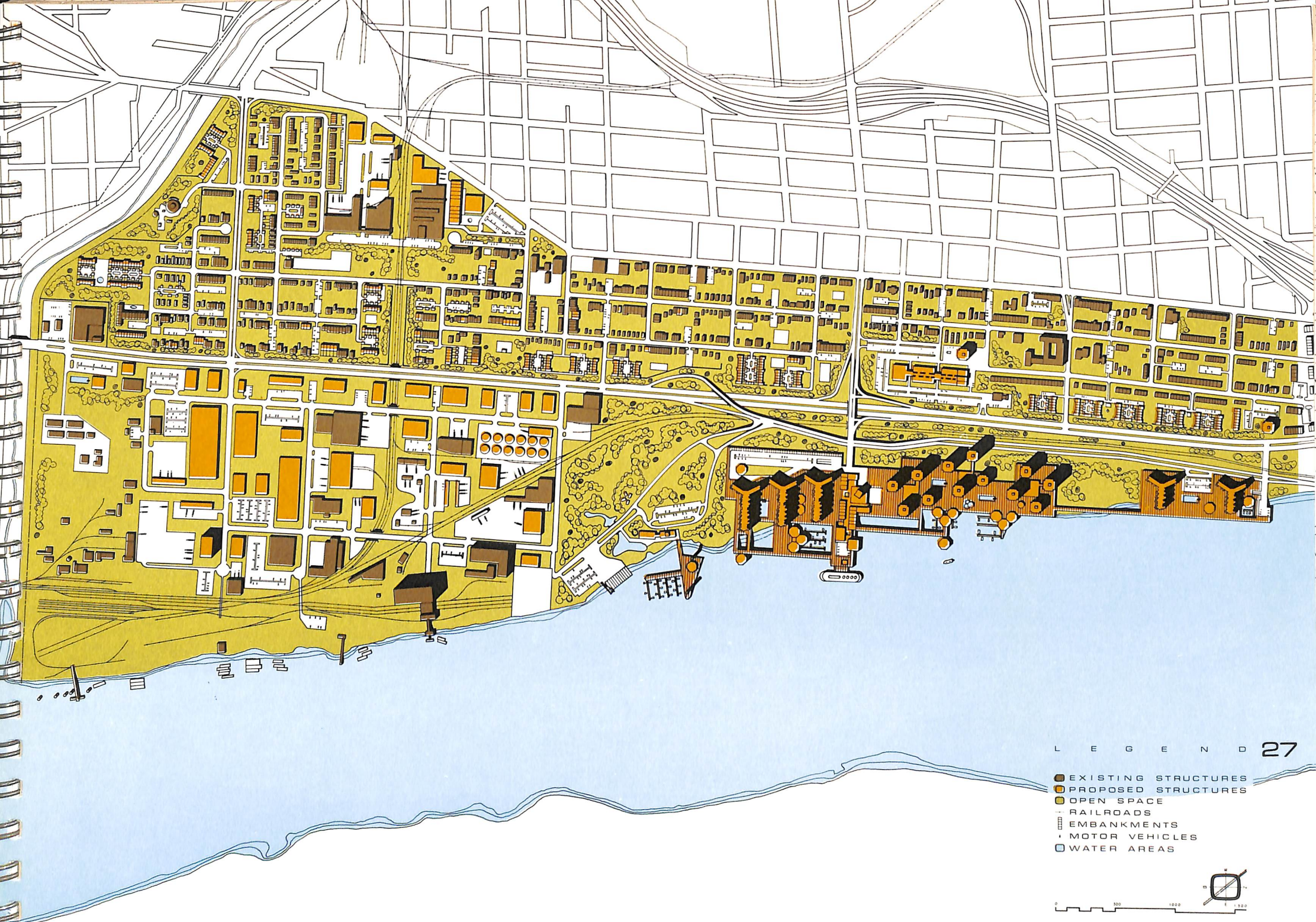
L E G E N D 25

- SINGLE FAMILY DWELLING UNITS
- MULTI-FAMILY DWELLING UNITS
- COMMERCIAL
- LIGHT INDUSTRIAL
- HEAVY INDUSTRIAL
- PUBLIC & SEMI-PUBLIC OPEN SPACE
- PUBLIC & SEMI-PUBLIC BUILDINGS
- - - INNER & OUTER HARBOR LINES
- - - RAILROADS
- RIVER

0 500 1000 1:500



EXISTING LAND USE 1



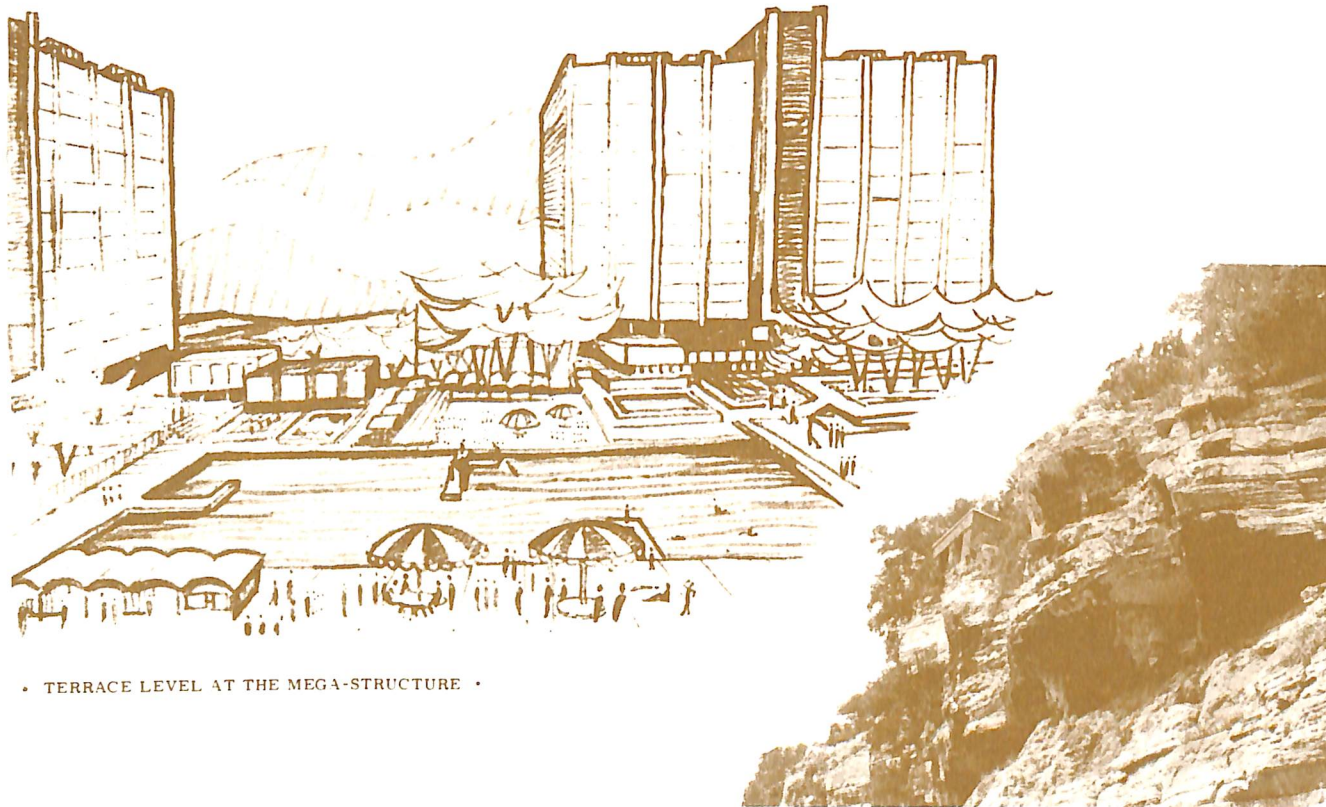
L E G E N D 27

- EXISTING STRUCTURES
- PROPOSED STRUCTURES
- OPEN SPACE
- RAILROADS
- EMBANKMENTS
- MOTOR VEHICLES
- WATER AREAS

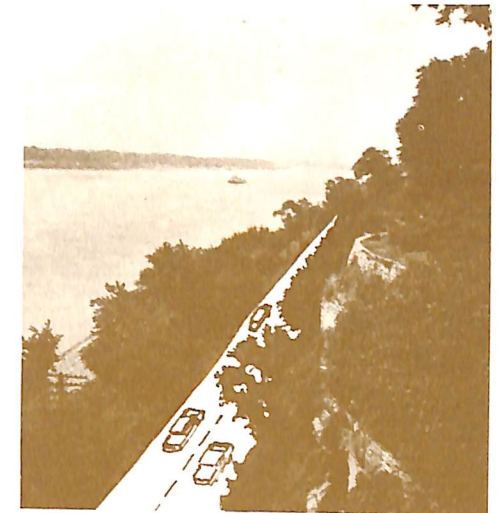


DESIGN SECTION 2

BELLERIVE PARK TO CHIPPEWA STREET



• TERRACE LEVEL AT THE MEGA-STRUCTURE •



• PARKWAY ROUTE ALONG THE RIVER BANK •



• VIEW OF RIVER FROM BELLERIVE PARK •

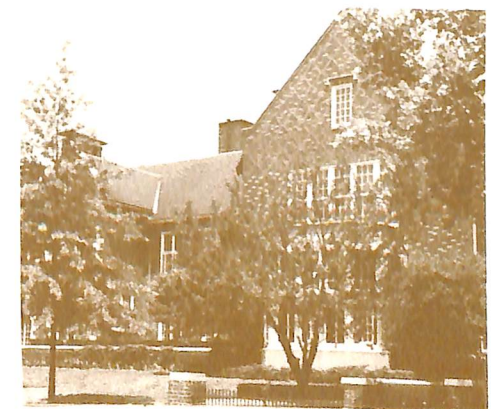
• EXISTING ROCK BLUFF •



• HISTORIC HOUSES ON THE BLUFF •



• MEDIUM-RISE APARTMENTS FROM RIVERSIDE PARK •



• SCHOOL ADJOINING PROPOSED PARK EXPANSION •

SUMMARY OF EXISTING CONDITIONS

- Locations of numbered elements are shown on page 32 •

This section is unique because it includes a high bluff,¹ one of the most notable features along the River. This bluff is currently occupied by institutions for the aged² and low density single family houses,³ some of which are of historic interest.

The site of the old Work House,⁴ part of a narrow strip of vacant land west of the Ozark Expressway⁵ and east of Broadway,⁶ is available for immediate development. Further north, an acute automobile traffic problem currently exists at the intersection of Broadway, Chippewa⁷ and Jefferson.⁸

CIRCULATION

Construction of a new interchange complex at the approach to the proposed Mississippi River bridge⁹ near the intersection of Broadway, Chippewa and Jefferson is shown. In order to facilitate proper movements on and off the new bridge and give through traffic a more direct route, a section of Broadway is to be relocated. Because of steep topography, connection between the Ozark Expressway and the proposed bridge will be made indirectly by using Broadway.

Both Broadway and Chippewa would handle six lanes of moving traffic. To facilitate traffic flow, the number of intersections between Broadway and residential streets will be reduced and some minor streets will be vacated to provide parking bays and playlots for neighborhood residents.

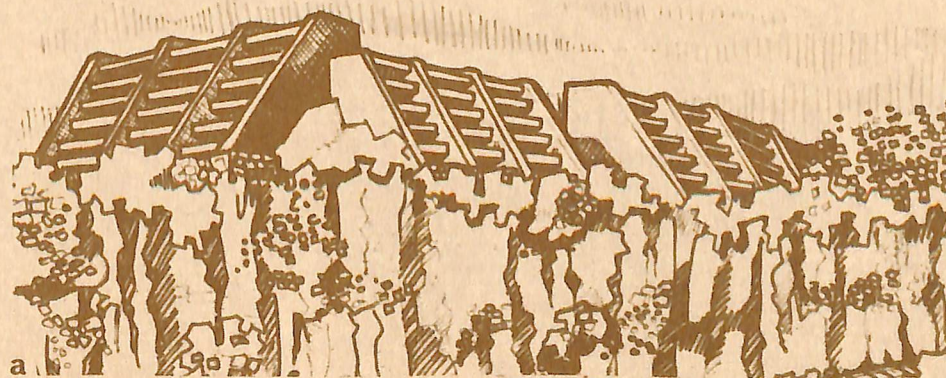
INDUSTRIAL

Industrial uses within this section exist only along the River's edge east of the Ozark Expressway, south of the proposed bridge. The City's service facilities¹⁰ would remain and the extension of some industrial uses is contemplated. Existing barge loading pipelines can be retained by connecting them under the Riverside Parkway.¹¹ Industrial access is provided by Gasconade¹² and First Streets,¹³ both of which are to be improved.

RESIDENTIAL

Existing residential neighborhoods west of Broadway are generally to be rehabilitated. Vacant property and strip commercial buildings will be replaced by new low-rise garden apartments or town houses, and Minnie Wood Park is to be relocated and combined with Laclede Park,¹⁴ resulting in a fifteen acre park serving existing and proposed residential units, the adjacent two schools¹⁵ and a hospital.¹⁶

In order to increase the number of people living on top of the high rock bluff, most of the residences in



• TERRACED HOUSING OVERLOOKING THE RIVER •

this prime location are to be replaced by terraced housing¹⁷ along the bluff's edge. (See illustration a) Each of the proposed units would have an outdoor space overlooking the River, and the complex would have access to the adjacent Riverside Parkway development. Most existing institutions on the bluff would be retained.

On the eighteen acre site including the old Work House property, medium rise apartment structures⁴ are proposed overlooking a Riverside park.¹⁸ A walkway over Broadway would give these apartments direct access to the expanded Laclede Park and existing schools.

On a fifty-two acre tract created by the new major street complex at Broadway and Chippewa, a large mega-structure,¹⁹ a city within a city, can be developed. Parking, shopping, recreation, offices, theaters, motels and living accommodations for up to 12,000 people could be combined into one structure, parts of which would span Broadway. (See illustration b)

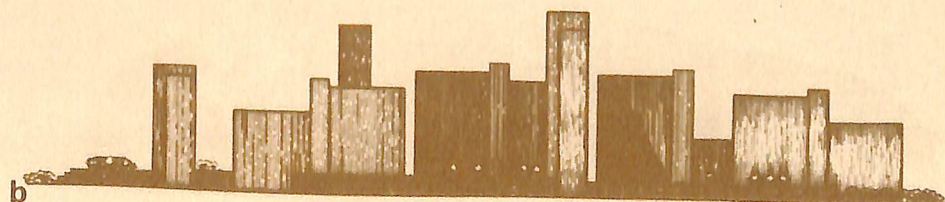
Surrounded by its own green space, this development would have access to Laclede Park, existing schools and new Riverfront development. Because of its location in respect to major streets and the Expressway, access would be excellent. The complex would serve as an impressive entrance to St. Louis when approaching from the proposed bridge at Chippewa.

RIVERSIDE PARKWAY

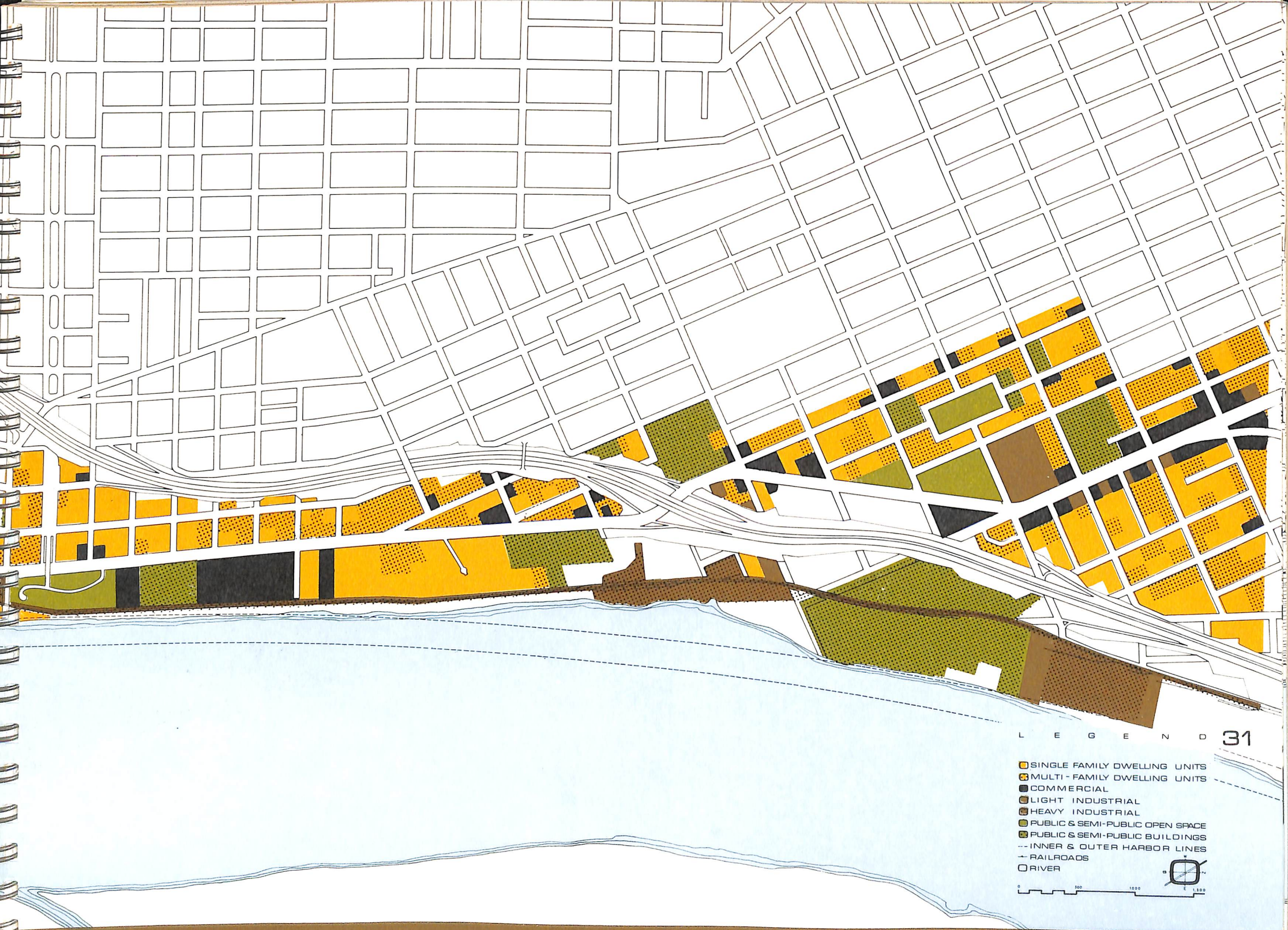
The Riverside route¹¹ through this section would be located below the rock bluff and could either parallel the existing railroad tracks as shown, or perhaps be built over them in certain sections. Near the southern

intersection of Broadway and the Ozark Expressway, a seventy-eight acre park¹⁸ is proposed along the Riverfront route. The park would extend from the Expressway to the River and include the abandoned quarry²⁰ below the old Work House site. Some of the historic homes³ on the bluff at the southern end of the park should be preserved and opened to visitors. Much of the proposed park, which is now largely vacant land, could be used for a variety of recreational uses, the old quarry being developed into a six acre lake for fishing and limited boating.

The park would be uniquely developed both on top of and below the bluff, thus including a large natural rock outcropping²¹ within the park. It would provide a large recreational area for adjacent proposed apartments and would serve as an entrance²² from Broadway to the Riverside Parkway. North of the park, the Riverfront route passes the existing tank farms and goes northward under the proposed bridge at Chippewa.



• ELEVATION OF MEGA-STRUCTURE CONCEPT •



32 L E G E N D

- SINGLE FAMILY DWELLING UNITS
- MULTI-FAMILY DWELLING UNITS
- ▣ COMMERCIAL
- ▤ LIGHT INDUSTRIAL
- ▥ HEAVY INDUSTRIAL
- ▦ PUBLIC & SEMI-PUBLIC OPEN SPACE
- ▧ PUBLIC & SEMI-PUBLIC BUILDINGS
- RAILROAD
- RIVER





DESIGN SECTION 3

CHIPPEWA STREET TO LAFAYETTE AVENUE



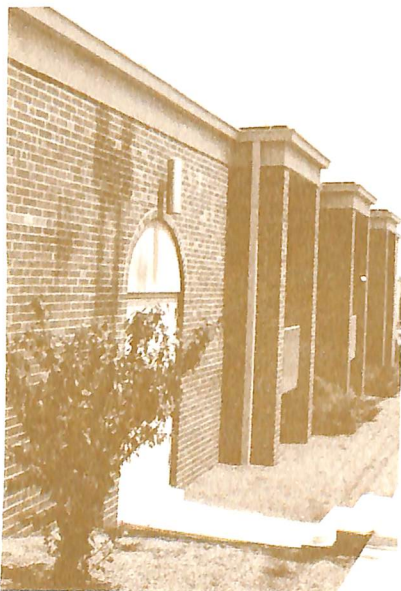
• PARK EXPANSION AT PONTIAC SQUARE •



• ELIMINATION OF NON-CONFORMING USES •



• EXPANSION OF PATIO AT DeMENIL HOUSE •



• INDUSTRIAL - KOSCIUSKO RENEWAL AREA •



• REHABILITATION OF EXISTING HOUSING •



• HISTORIC DeMENIL HOUSE •

SUMMARY OF EXISTING CONDITIONS

- Locations of numbered elements are shown on page 38 •

Except for the new Kosciusko Redevelopment Area,¹ both industrial and residential districts in this section suffer from poor circulation, an excessive number of minor streets, lack of off-street parking, and incompatible uses. Industrial traffic is allowed to penetrate both residential neighborhoods and the Broadway Plaza Shopping Center.² In addition, the row house area south of Lafayette Avenue³ and east of the Ozark Expressway⁴ lacks sufficient public amenities.

CIRCULATION

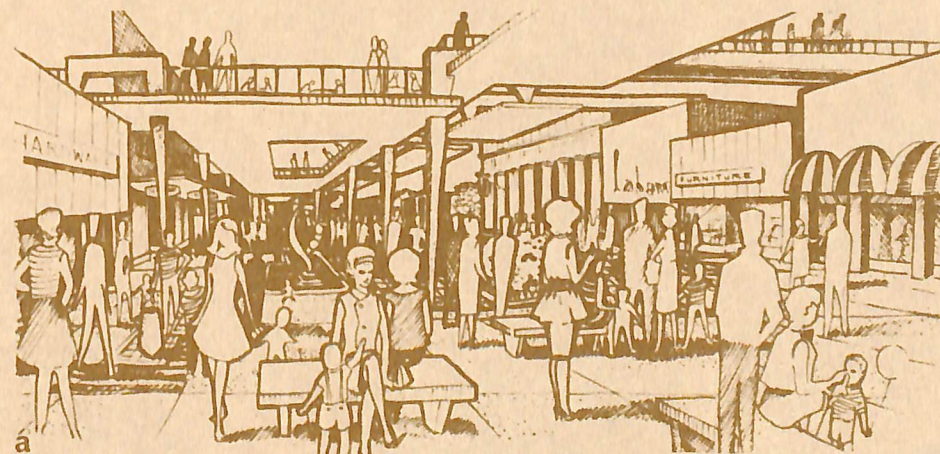
Broadway (Seventh Street)⁵ continues to be a divided six lane route with a limited number of intersections. A series of loop streets interconnect the industrial complexes in this section, as well as provide access to the primary system. Arsenal⁶ provides access to industrial docking facilities,⁷ both existing and proposed. As in previous sections, rights-of-way are abandoned in both residential and industrial areas to increase site sizes and concentrate traffic on routes providing good access to the primary system.

INDUSTRIAL-COMMERCIAL

Intermittent new industrial development is proposed throughout the industrial districts; however, new concentrations are located along Sidney,⁸ along Broadway, and south of Arsenal. Sites range from one to eighteen acres in size. The area south of Arsenal and west of Broadway is proposed for industrial expansion.

The Cherokee shopping street⁹ at the southwest corner of this section serves a portion of the Riverfront population. It is proposed that this active commercial center have increased off-street parking with entrances from Potomac.¹⁰ Another commercial activity is suggested as part of Lyons Park.¹¹ Because the park has limited residential use, it could become a lunch and recreation center for industrial workers.

Part of the Broadway Plaza Shopping Center, a regional facility, is included in this section. It is proposed that the existing shopping street might become a pedestrian mall having a high volume store at each end with perimeter parking. (See illustration a)



• REHABILITATION OF BROADWAY PLAZA SHOPPING CENTER •

RESIDENTIAL

The residential area adjacent to the Cherokee Business District will consist of both rehabilitated and new town-house units developed along park strips. The units would have access from both side streets and parking areas. A school playground at the corner of Lemp¹² and Potomac could serve as a buffer from industrial

development northeast of Lemp Avenue. A small park is proposed west of the DeMenil House,¹³ to provide an appropriate setting for this unique structure. Parking facilities are also provided for this historic residence.

In the Soulard area an expansion of a public, semi-public strip between Sidney and Victor¹⁴ serves as a buffer between light industrial and residential development. The commercial uses on the west side of Seventh Street⁵ are to be redeveloped, mostly as multiple family units oriented towards the existing residential community. In addition to some rehabilitated corner stores, a small neighborhood shopping facility¹⁵ would be provided at Twelfth and Russell,¹⁶ utilizing existing structures. (See illustration b) An expansion of Pontiac Square¹⁷

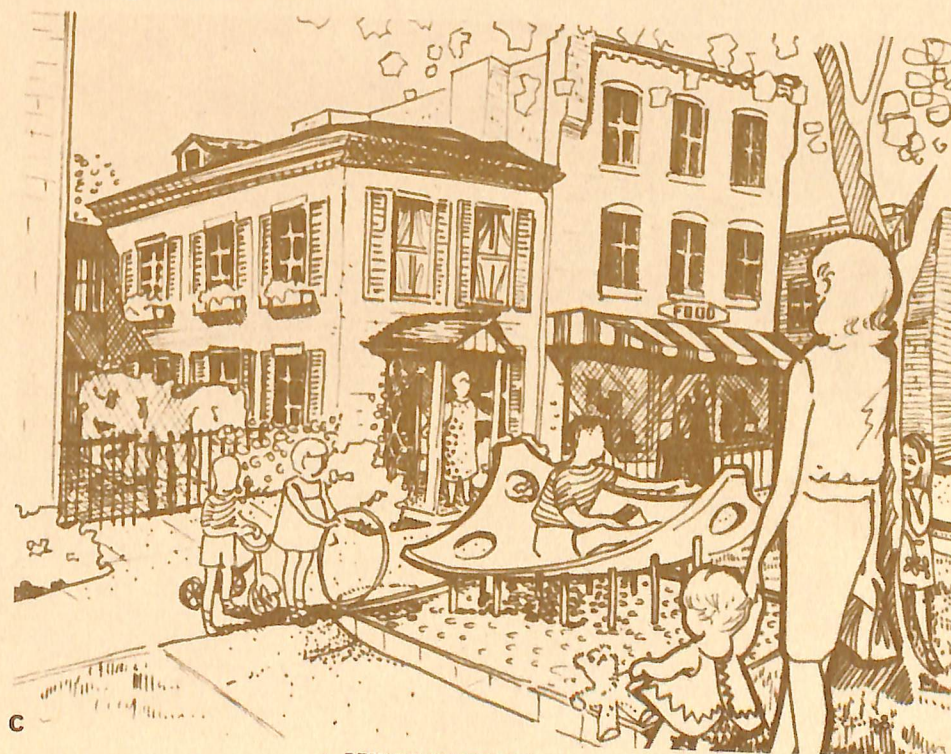


• NEIGHBORHOOD SHOPPING •

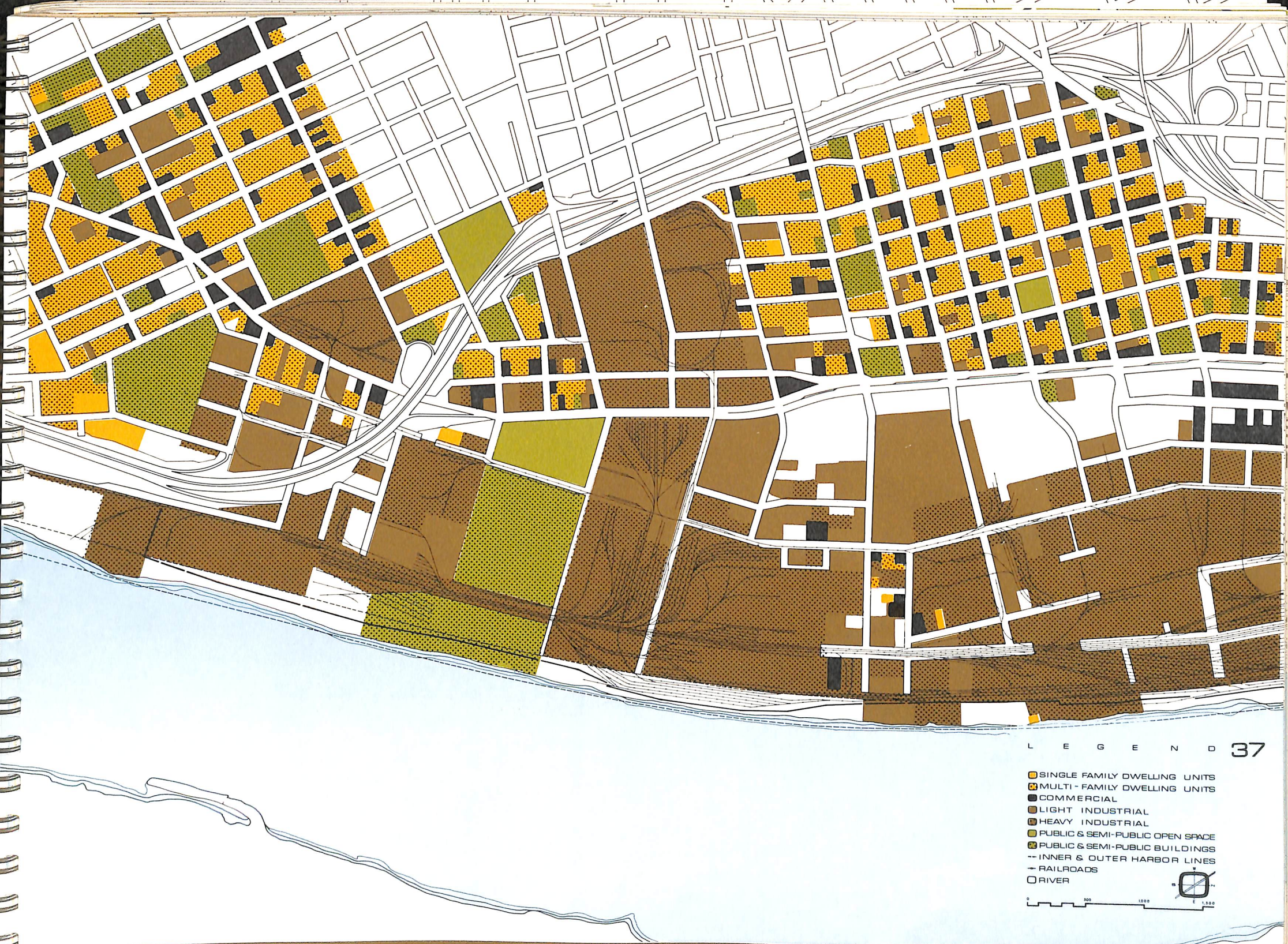
is proposed in the center of the neighborhood and is supplemented by additional play space in the center of blocks and on closed streets. Residential parking bays replace some abandoned streets, thus reducing congestion. With the proposals shown, this area would provide another unique living experience in St. Louis. (See illustration c)

RIVERSIDE PARKWAY

The Parkway through this section is basically a route east of the flood wall¹⁸ providing a scenic drive in close proximity to the water, part of the route being built on land reclaimed from the River. North of Chippewa Street, industrial activities along the route, as well as the River traffic, add interest in driving through this section. Industrial loading facilities and an overpass¹⁹ to accommodate an existing industry are shown. Note that such overpasses could be used to provide direct industrial access to the River without eliminating the water's potential for public use. The route is elevated at Arsenal to accommodate industrial traffic going to docking facilities.⁷



• REHABILITATION OF ROW HOUSES IN SOULARD NEIGHBORHOOD •



L E G E N D 37

- SINGLE FAMILY DWELLING UNITS
- MULTI-FAMILY DWELLING UNITS
- COMMERCIAL
- LIGHT INDUSTRIAL
- HEAVY INDUSTRIAL
- PUBLIC & SEMI-PUBLIC OPEN SPACE
- PUBLIC & SEMI-PUBLIC BUILDINGS
- INNER & OUTER HARBOR LINES
- RAILROADS
- RIVER

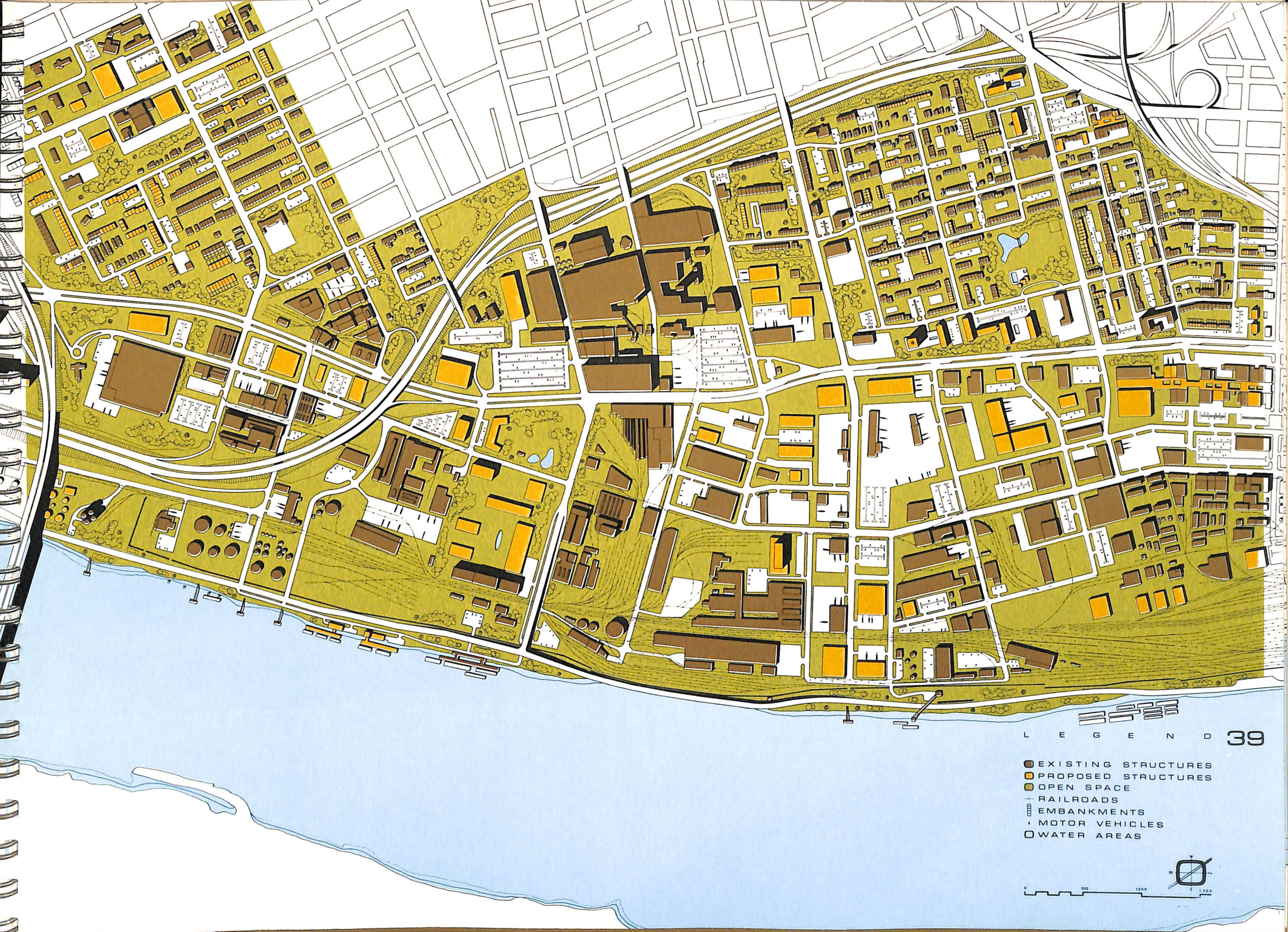




38 L E G E N D

- SINGLE FAMILY DWELLING UNITS
- MULTI - FAMILY DWELLING UNITS
- COMMERCIAL
- LIGHT INDUSTRIAL
- HEAVY INDUSTRIAL
- PUBLIC & SEMI-PUBLIC OPEN SPACE
- PUBLIC & SEMI-PUBLIC BUILDINGS
- RAILROAD
- RIVER





DESIGN SECTION 4

LAFAYETTE AVENUE TO CARR STREET



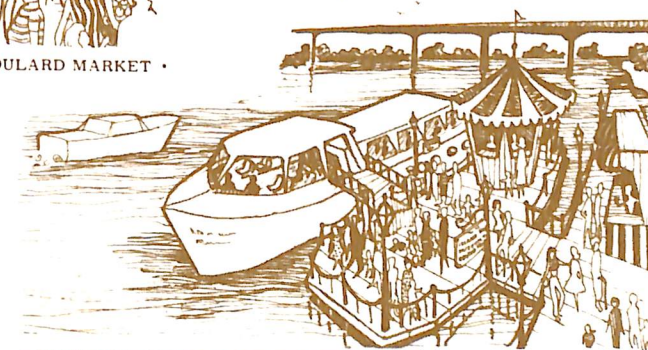
• THE GATEWAY ARCH •



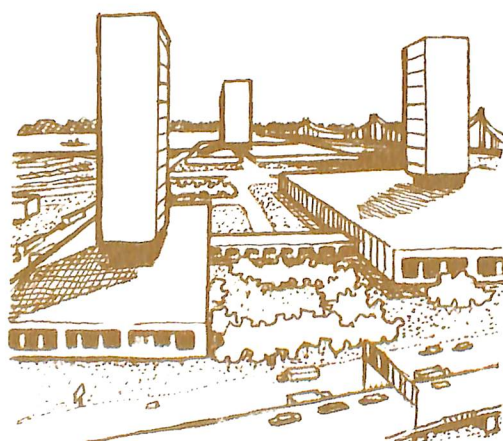
• ACTIVITY AT SOULARD MARKET •



• THE OLD CATHEDRAL •



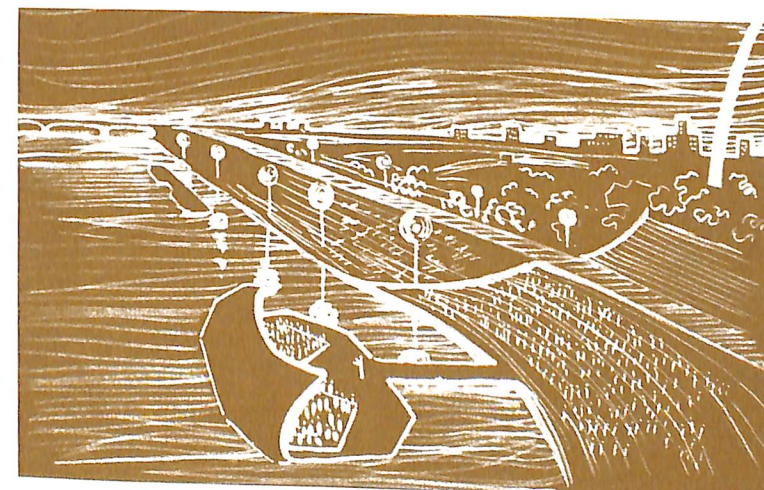
• PLEASURE CRAFT ALONG THE PROMENADE •



• OFFICE-INDUSTRIAL STRUCTURES •



• VIEWING THE ARCH BY TRANSIT •



• FLOATING CONCERT SHELL •

SUMMARY OF EXISTING CONDITIONS

- Locations of numbered elements are shown on page 44 •

The Jefferson National Expansion Memorial¹ is the focal point of current Riverfront development. An established industrial district, including part of the Kosciusko Renewal Area,² is located south of the Memorial. North of the Memorial is an old warehouse district, known as Laclede's Landing.³ The Central Business District⁴ of St. Louis is located just west of this design section.

Traffic congestion is a major problem and will increase with the completion of the Memorial. Four bridges feed into the downtown area within this section, including the new Poplar Street Bridge⁵ carrying three interstate routes.

CIRCULATION

The development plan shows two additions to the Third Street Expressway.⁶ One ramp⁷ is proposed for traffic moving north from Broadway⁸ to the Expressway, so that traffic through the Central Business District can be reduced. Another ramp⁹ for traffic moving south off of the Expressway is proposed at Seventh Street¹⁰ providing an entrance to the north Kosciusko Area via Park Avenue.¹¹

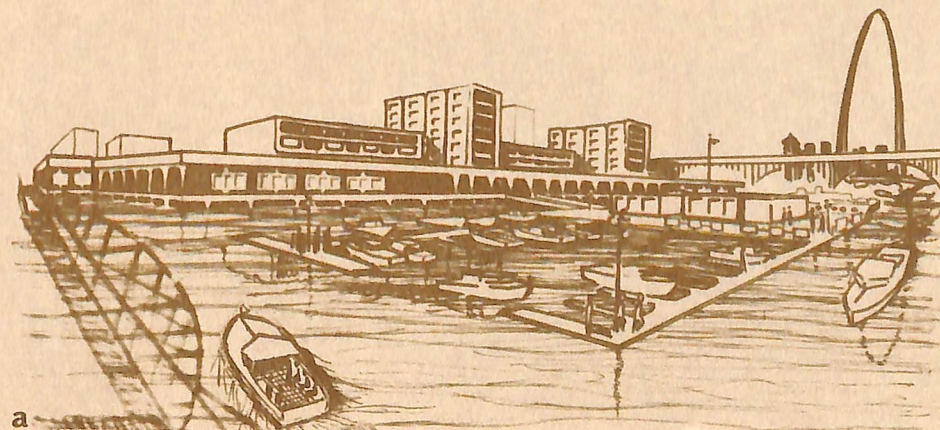
As discussed in Design Section 3, primary industrial routes are to be widened and unnecessary rights-of-way are to be abandoned. The improved Second Street¹² is to connect development between the Poplar Street Bridge and the MacArthur Bridge¹³ with industry to the south. North of Veterans Bridge, it is proposed that Riverfront

circulation be improved by widening Carr Street¹⁴ and Waddingham Street.¹⁵

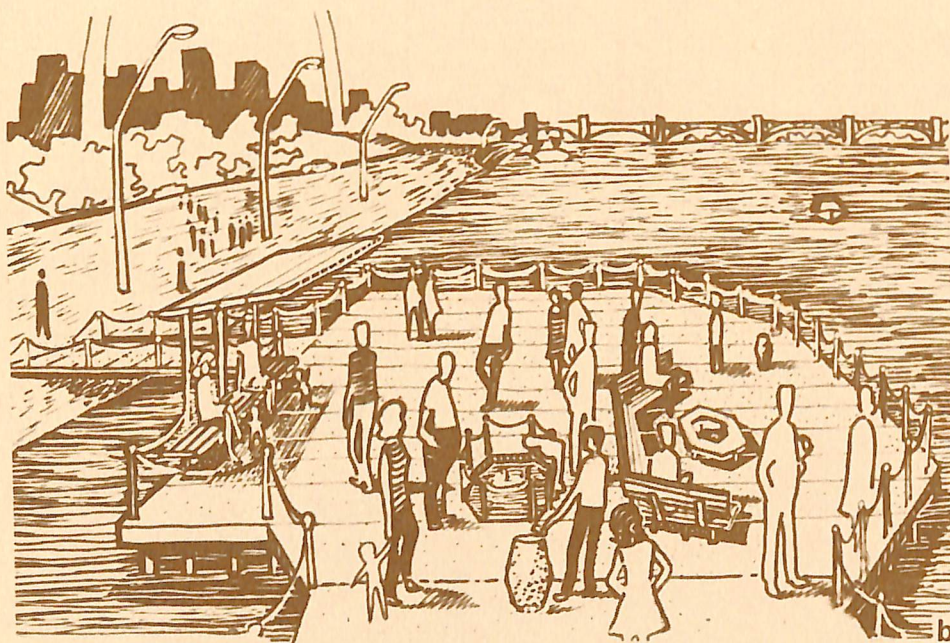
INDUSTRIAL - COMMERCIAL

Industrial property north of Lafayette Avenue¹⁶ in the Kosciusko Renewal Area² is almost entirely developed. The north end of the Broadway Plaza Shopping Center¹⁷ could be enhanced by connecting it directly with Soulard Market,¹⁸ shown as rehabilitated and expanded.

Between the MacArthur Bridge and Poplar Street Bridge, most existing structures should be replaced by buildings more compatible with the adjacent Memorial. Industrial-commercial offices¹⁹ and related facilities could be located on the west part of the site, while a motel-boatel complex²⁰ is proposed near the River. This complex could include boat storage, and sales and repair facilities behind the flood wall.²¹ At the water's edge would be boatel accommodations, swimming facilities and a marina for long and short term use. In addition to restaurants and shops within the motel, floating commercial activities could be included. (See illustration a)



• MARINA AT BOATEL COMPLEX •



• FLOATING PUBLIC PROMENADE •

Floating restaurants or shops and excursion boats²² could be located along part of the River's edge in front of the Memorial, and a marina²³ for tourists is proposed north of the Poplar Street Bridge. Development of Laclede's Landing, between Eads Bridge²⁴ and Veterans Bridge,²⁵ is currently being studied by private developers; therefore, because the final plan has not been determined, the existing buildings are shown. North of Veterans Bridge, redevelopment is proposed so that better River-front access could be provided and deteriorating uses could be eliminated. Office-industrial structures²⁶ are projected.

RIVERSIDE PARKWAY

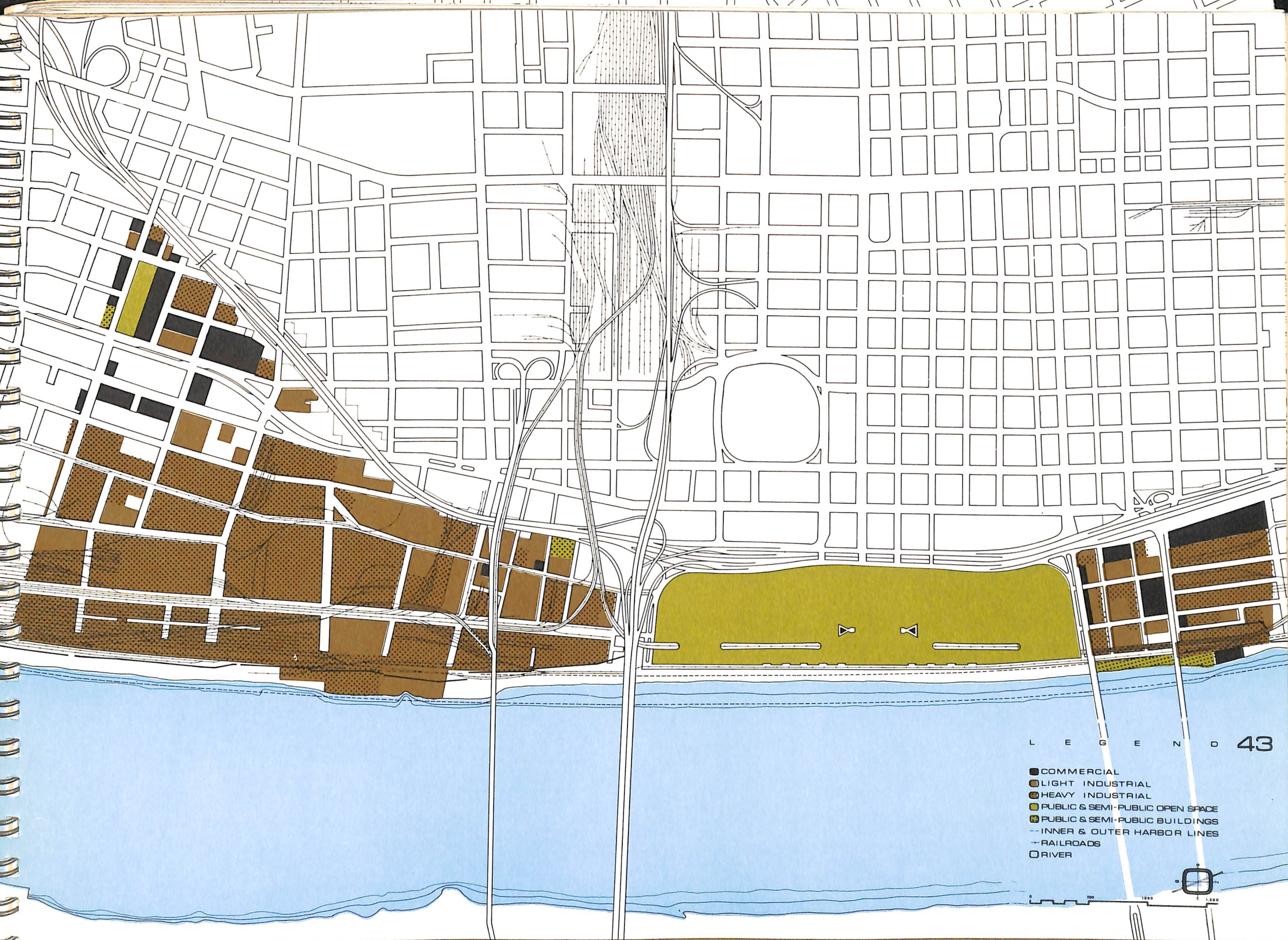
Much of the property within this design section is publicly owned and will become part of the parkway system.

From the south, the parkway route²⁷ is to be east of the flood wall, joining with the existing Wharf Street²⁸ in front of the Memorial and progressing north beyond this design section.

The public wharf and water areas in front of the Gateway Arch,²⁹ the central feature of the Memorial, must remain free from extensive development. It is proposed that directly in front of the Arch only an extension of the Grand Staircase³⁰ be added. This would provide seating space for viewing productions in a floating concert shell³¹ during summer months. The public wharf in front of the entire Memorial should remain paved with levee bricks, thus affording an excellent view of water activities.

The proposed marina²³ for tourists could include excursion boats, docking facilities for private yachts and water transportation to both the east side of the River and to the recreational complex proposed for Mosenthien Island. A promenade³² (See illustration b) with service facilities and concessions would connect the marina, boats moored in front of the Memorial and the Boatel. Lively dense activity could be generated by the various recreational uses on the water, yet an appropriate park setting would be maintained by excluding uses such as heliports.

Points of interest such as the Gateway Arch, boating facilities, floating shops and restaurants, the Old Cathedral,³³ the Old Courthouse³⁴ and the Central Business District⁴ should be linked with parking facilities³⁵ by a proposed park visitors transit system. This system would not only simplify movement between activity nodes, but it would also provide an interesting and relaxing way to view the entire area.



L E G E N D 43

- COMMERCIAL
- LIGHT INDUSTRIAL
- HEAVY INDUSTRIAL
- PUBLIC & SEMI-PUBLIC OPEN SPACE
- PUBLIC & SEMI-PUBLIC BUILDINGS
- INNER & OUTER HARBOR LINES
- RAILROADS
- RIVER

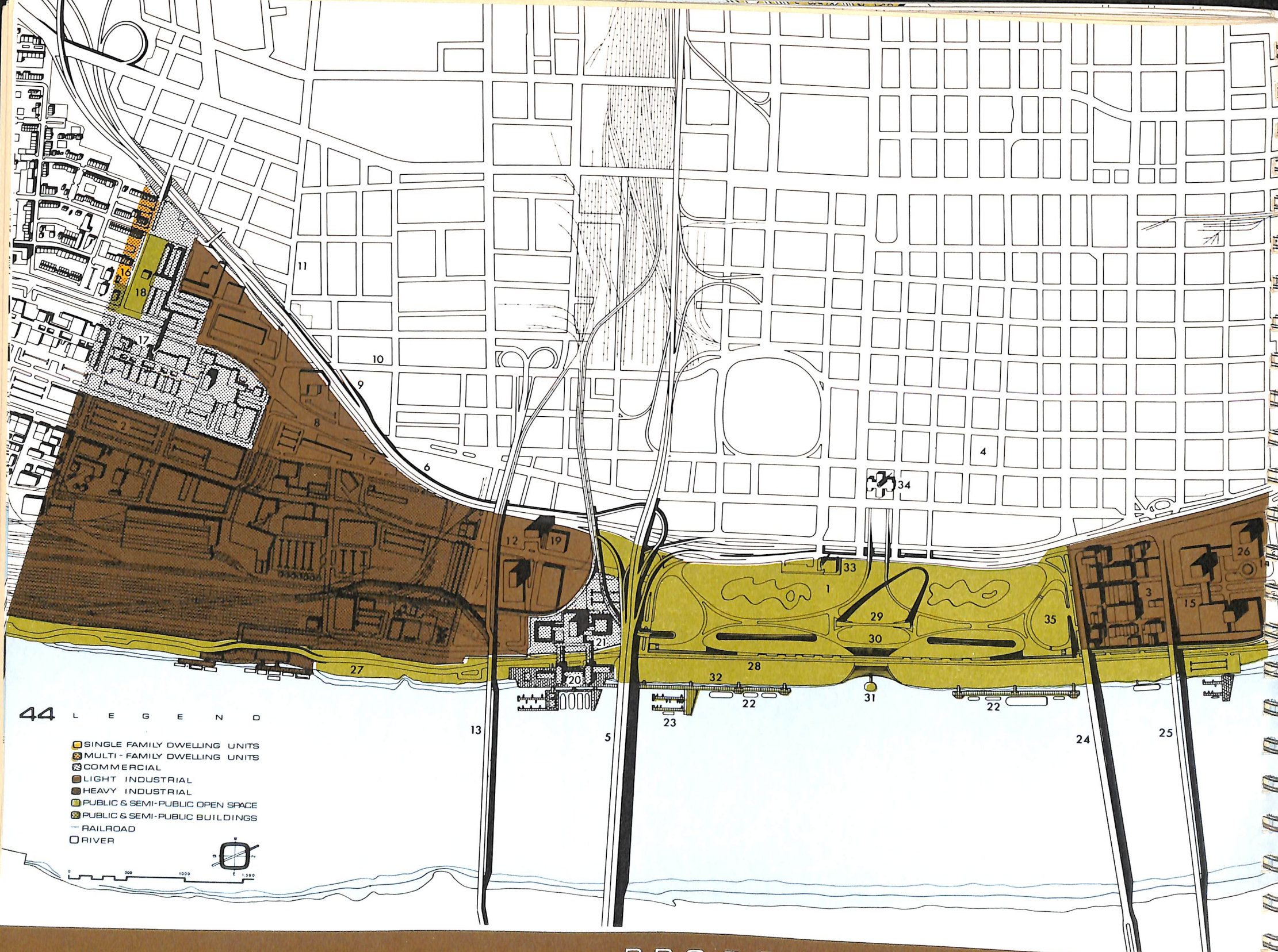
EXISTING LAND USE 4

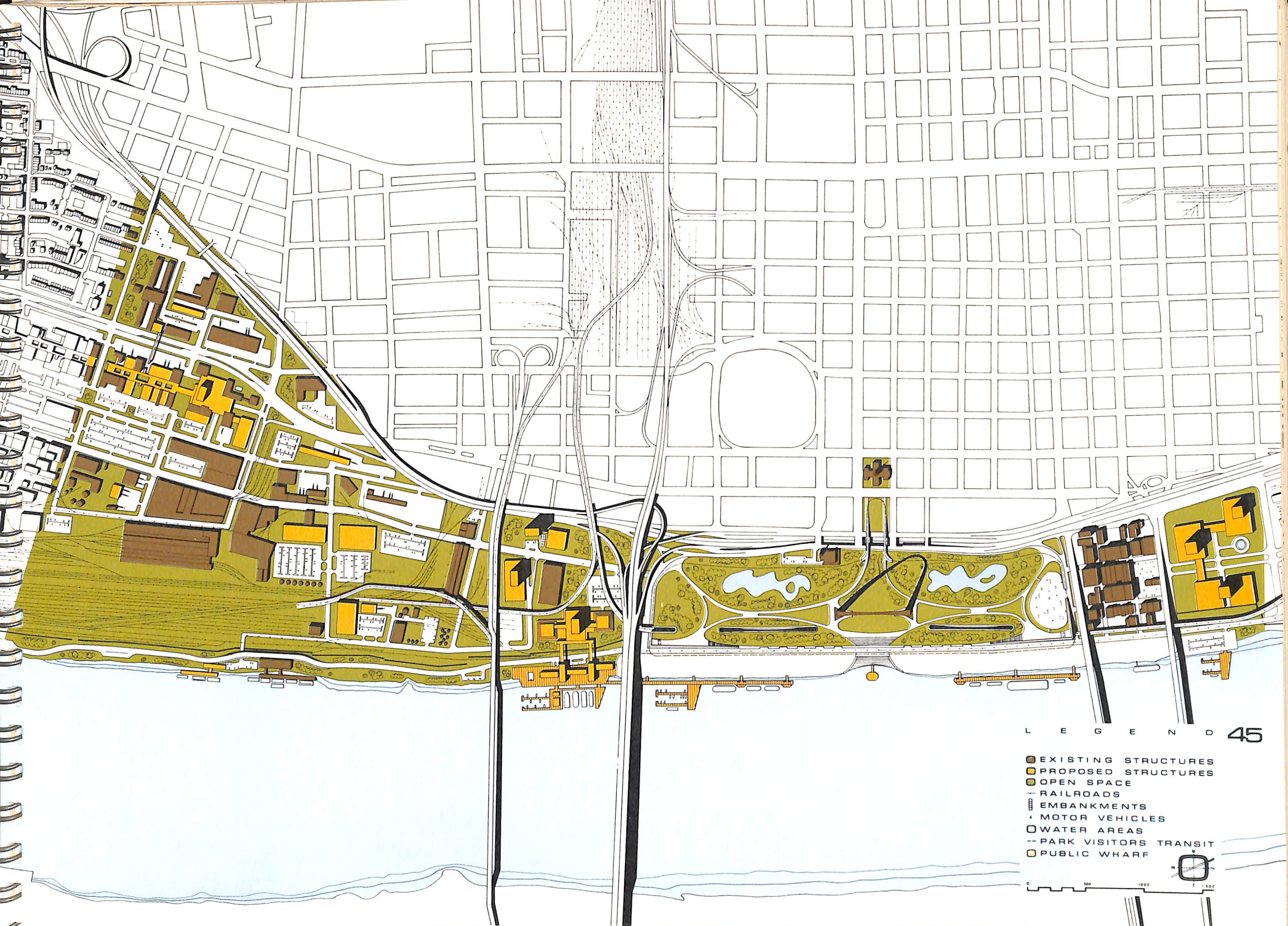
44 L E G E N D

- SINGLE FAMILY DWELLING UNITS
- ▤ MULTI-FAMILY DWELLING UNITS
- ▣ COMMERCIAL
- LIGHT INDUSTRIAL
- HEAVY INDUSTRIAL
- PUBLIC & SEMI-PUBLIC OPEN SPACE
- ▣ PUBLIC & SEMI-PUBLIC BUILDINGS
- RAILROAD
- RIVER



0 500 1000 1:500





L E G E N D 45

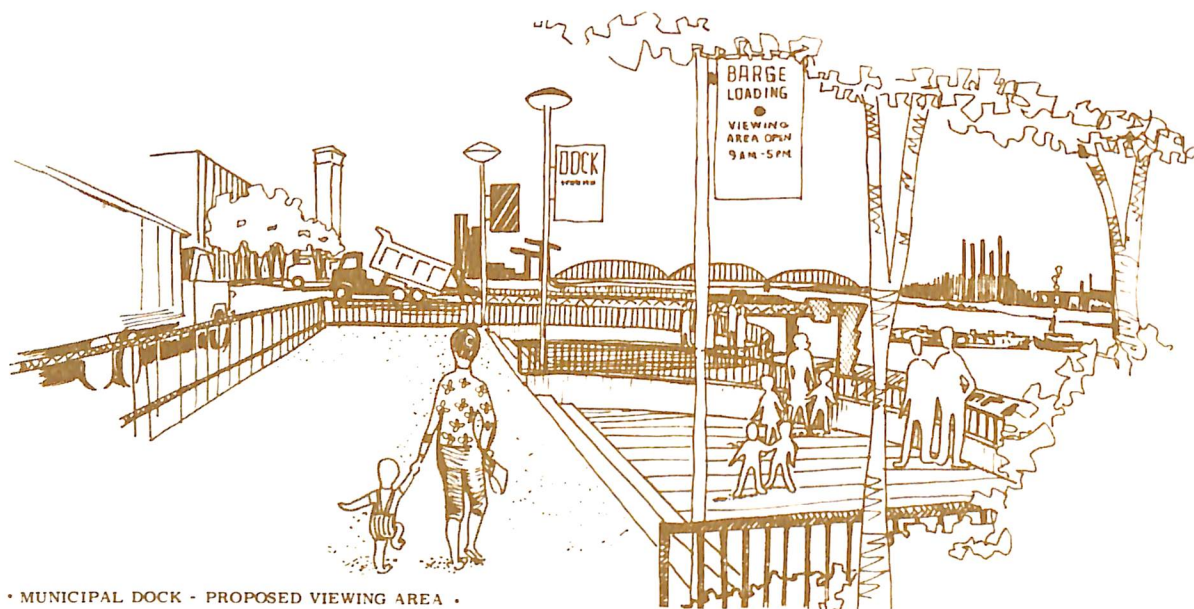
- EXISTING STRUCTURES
- PROPOSED STRUCTURES
- OPEN SPACE
- RAILROADS
- EMBANKMENTS
- MOTOR VEHICLES
- WATER AREAS
- PARK VISITORS TRANSIT
- PUBLIC WHARF



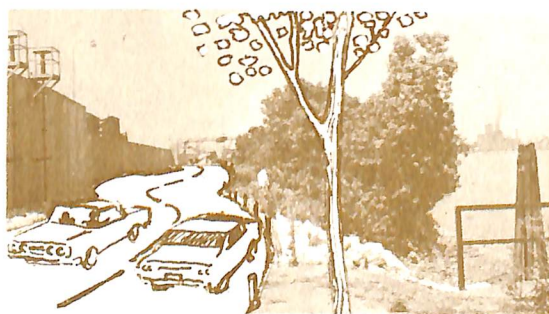
DEVELOPMENT PLAN 4

DESIGN SECTION 5

CARR STREET TO MCKINLEY BRIDGE



• MUNICIPAL DOCK - PROPOSED VIEWING AREA •



• RIVERSIDE DRIVE ALONG THE FLOOD WALL •



• INDUSTRIAL AREA IMPROVEMENT •



• INDUSTRIAL OFFICE REHABILITATION •



• TO BE REDEVELOPED INDUSTRIALLY •

SUMMARY OF EXISTING CONDITIONS

- Locations of numbered elements are shown on page 50 •

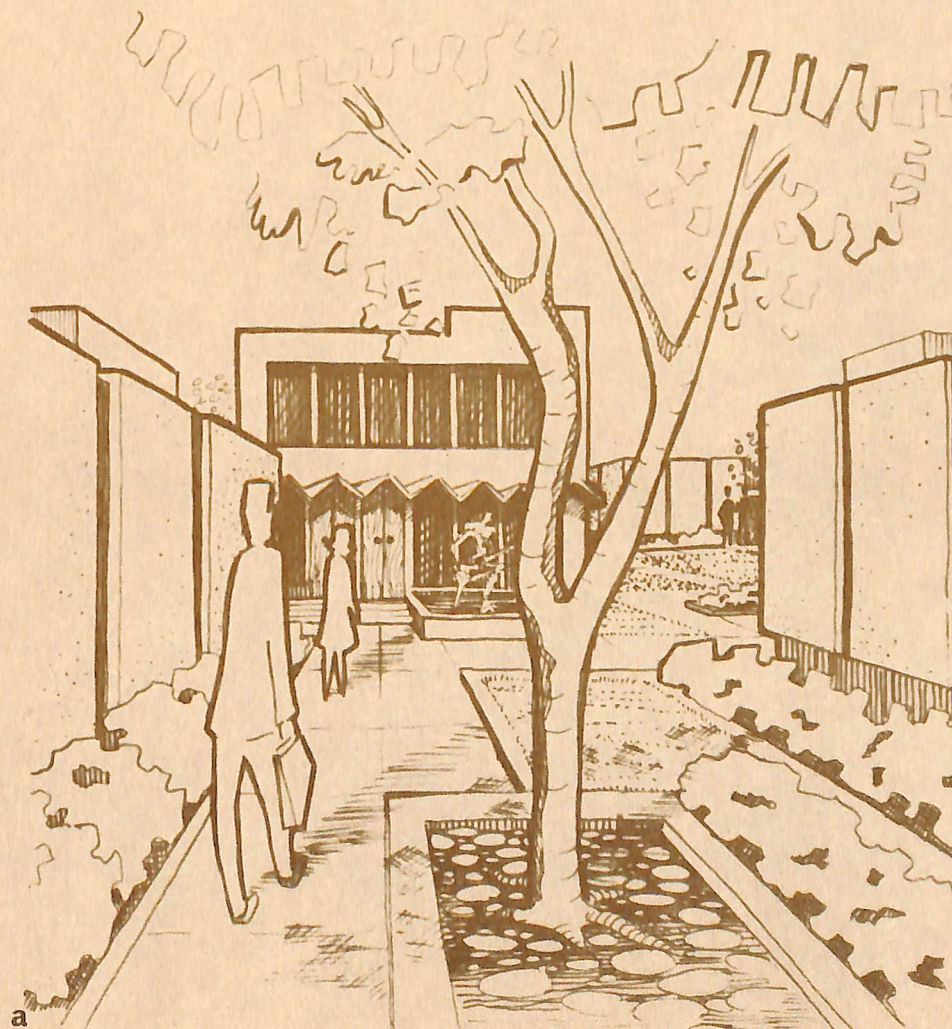
Largely an established industrial district, this section lacks modern facilities and efficient vehicular access, particularly to the Municipal Dock.¹ Areas west of Broadway² include small industries, deteriorating commercial establishments and substandard housing units, while blocks east of Broadway contain some unused sites which could be utilized for proposed industrial development.

CIRCULATION

Major proposed improvements include a new River bridge³ north of Cass Avenue,⁴ allowing movements from Broadway, Cass and the Mark Twain Expressway.⁵ It is proposed that Broadway provide six lanes of moving traffic with limited cross traffic. The intersection of the proposed North-South Distributor⁶ with the Mark Twain at Angelrodt⁷ is designed to allow access from the distributor not only to Broadway, but also to new industrial routes east of Broadway via Angelrodt. Utilizing existing rights-of-way wherever possible, new industrial routes would connect this district to industrial areas in the north, provide direct access to the Expressway, create direct links between the Municipal Dock and major industry, and reduce conflicts between railroad and vehicular movements. A primary route⁸ is proposed along the west side of the flood wall,⁹ connecting the Municipal Dock with major east-west streets to the north. By the proposed elimination of unnecessary rights-of-way, larger industrial tracts result and the expansion of existing industries is encouraged.

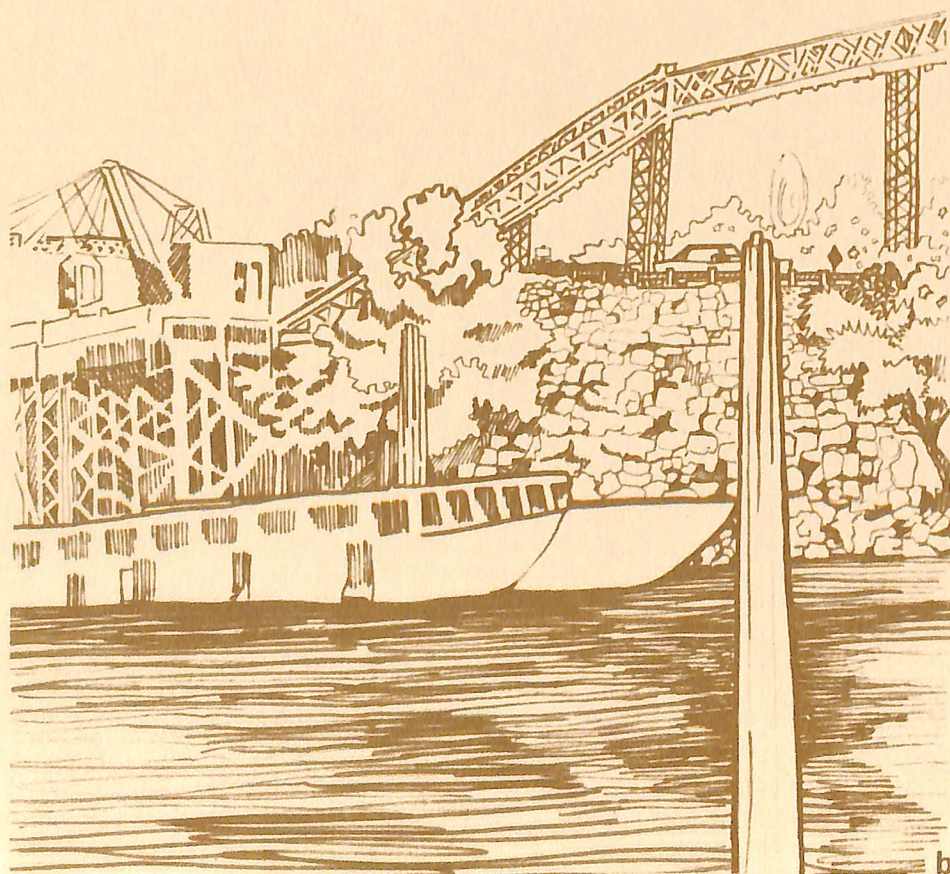
INDUSTRIAL

Parcels from one to thirteen acres would be available for new industrial uses west of Broadway by relocating existing residents and vacating portions of existing streets. (See illustration a) The plan indicates that most existing industry in this area could be retained.

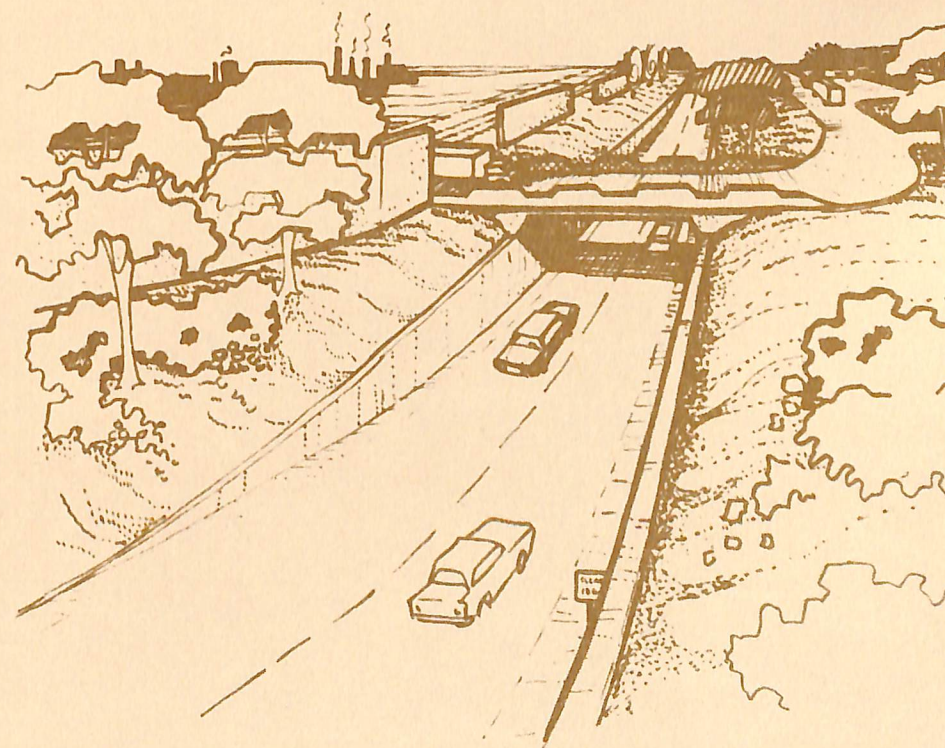


• PROPOSED INDUSTRIAL COURTYARD •

East of Broadway, most existing industries would also remain. Vacant and poorly utilized sites, many made accessible by new routes, could be developed by new industries or used for expansion by the many large existing uses. A concentration of produce suppliers would remain near North Market.¹⁰ Industrial uses of the waterfront would be encouraged by possible expansion of the Municipal Dock and the development of private barge loading facilities in the form of conveyers over the Riverside Parkway.¹¹ (See illustration b)



• CONVEYOR BELTS OVER PARKWAY •

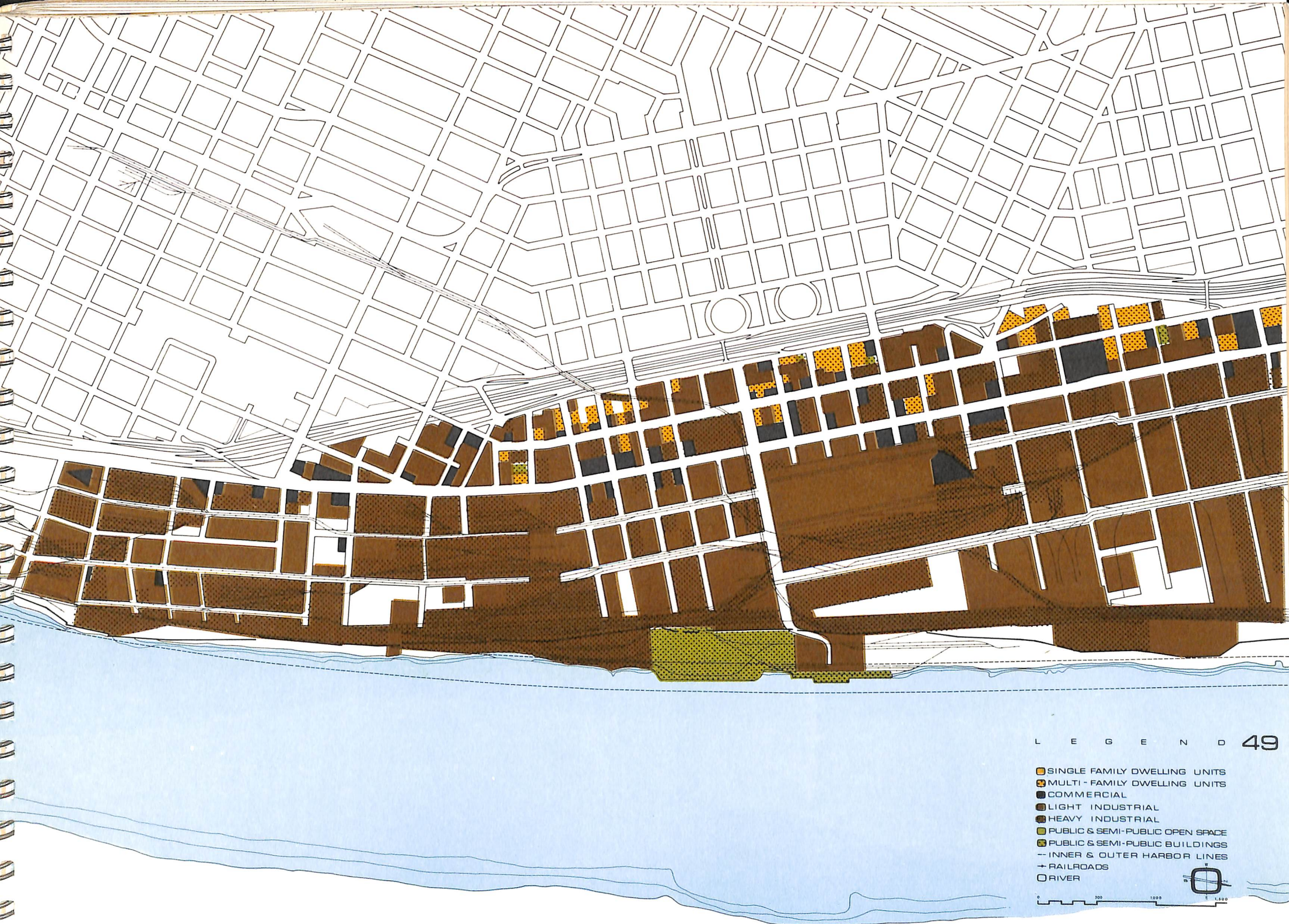


c

• RIVERSIDE PARKWAY GRADE SEPARATION •

RIVERSIDE PARKWAY

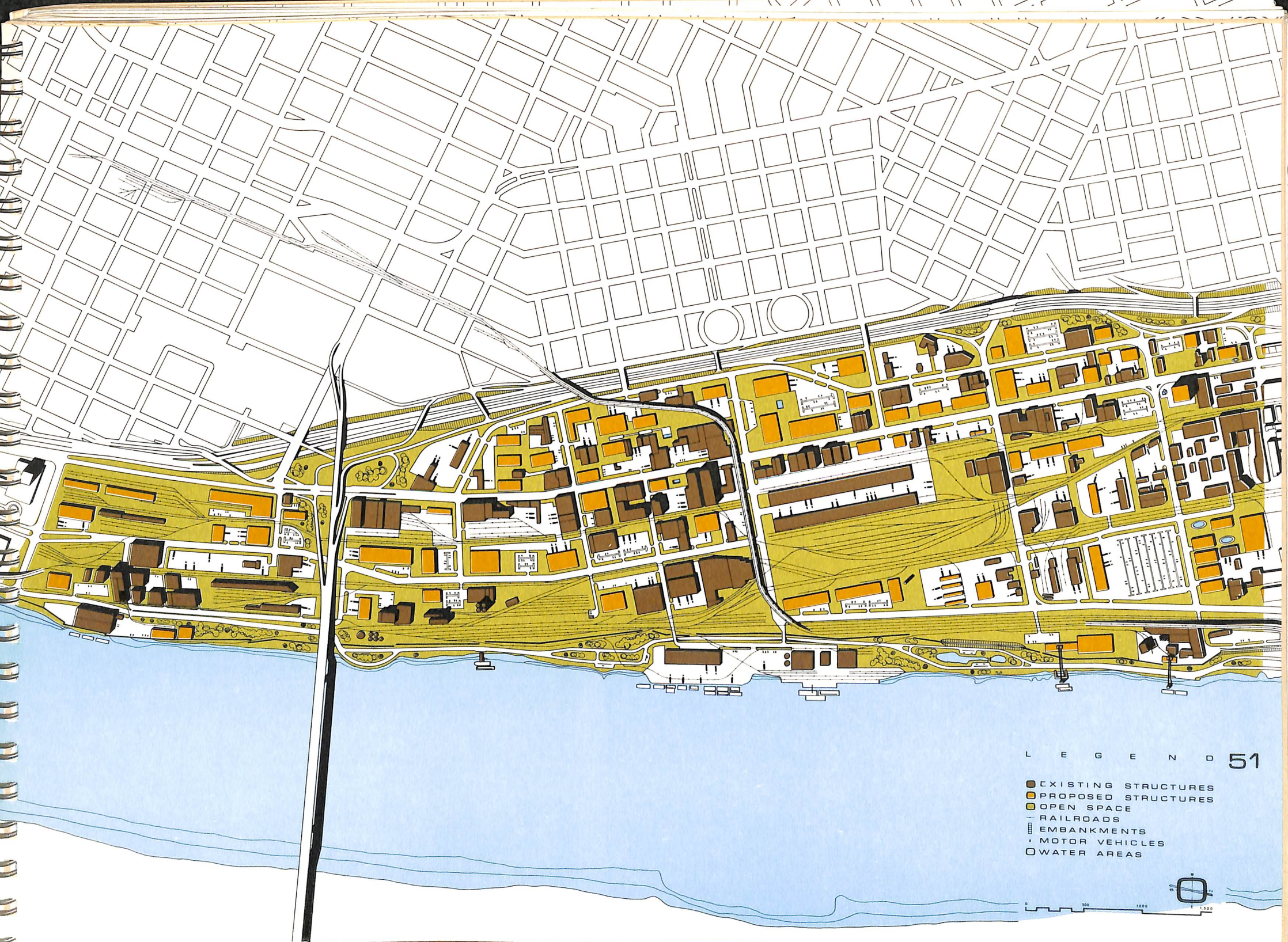
Extending from Carr Street,¹² the Riverside Parkway will be located on the west side of the flood wall until it passes through an existing wall opening under the proposed Cass Avenue Bridge.³ Grade separations are proposed at the Municipal Dock (See illustration c) so that automobile and truck traffic will not be in conflict with each other. On each side of the Dock, parking bays will be provided to view the loading operation. North of the Dock, the road will proceed under barge loading conveyer belts, towards the proposed regional park north of McKinley Bridge shown in Design Section 6.



50 L E G E N D

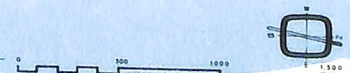
- COMMERCIAL
- LIGHT INDUSTRIAL
- HEAVY INDUSTRIAL
- PUBLIC & SEMI-PUBLIC OPEN SPACE
- PUBLIC & SEMI-PUBLIC BUILDINGS
- RAILROAD
- RIVER





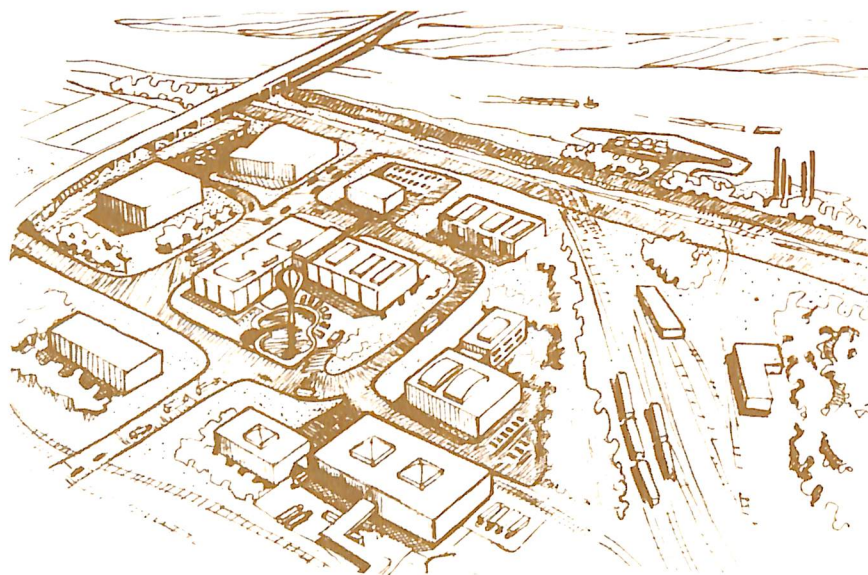
L E G E N D 51

- EXISTING STRUCTURES
- PROPOSED STRUCTURES
- OPEN SPACE
- RAILROADS
- EMBANKMENTS
- MOTOR VEHICLES
- WATER AREAS



DESIGN SECTION 6

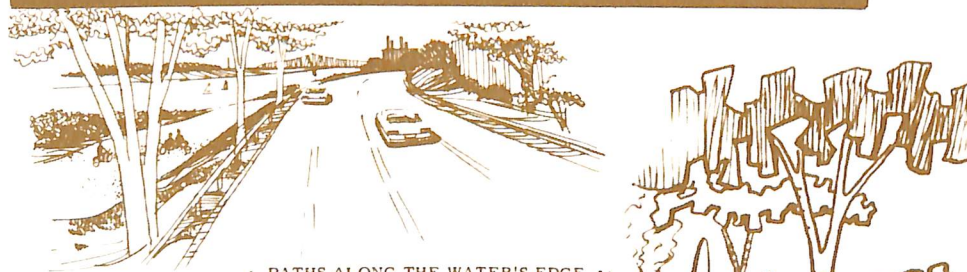
McKINLEY BRIDGE TO CARRIE AVENUE



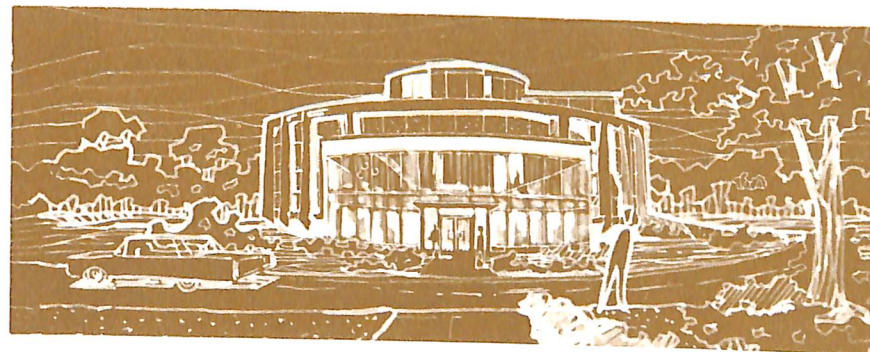
• MODERN INDUSTRIAL UTILIZATION OF VACANT LAND •



• RIVERSIDE PARKWAY •



• PATHS ALONG THE WATER'S EDGE •



• BISSELL POINT SEWAGE PUMPING STATION •

52



• HORSEBACK RIDING ALONG THE RIVERFRONT BRIDLE PATH •



• PARK FACILITIES AROUND LAKE •

SUMMARY OF EXISTING CONDITIONS

- Locations of numbered elements are shown on page 56 •

Many deteriorating small commercial and industrial structures exist within this section, particularly along Broadway. ¹ Concentrated along Hall Street, ² recent development includes trucking terminals, industrial expansion and the Metropolitan Sewer District's sewage treatment plant; ³ however, large tracts of land are still virtually unused. Lack of feeder routes, both within this section and to the Mark Twain Expressway, ⁴ is a prime deficiency.

CIRCULATION

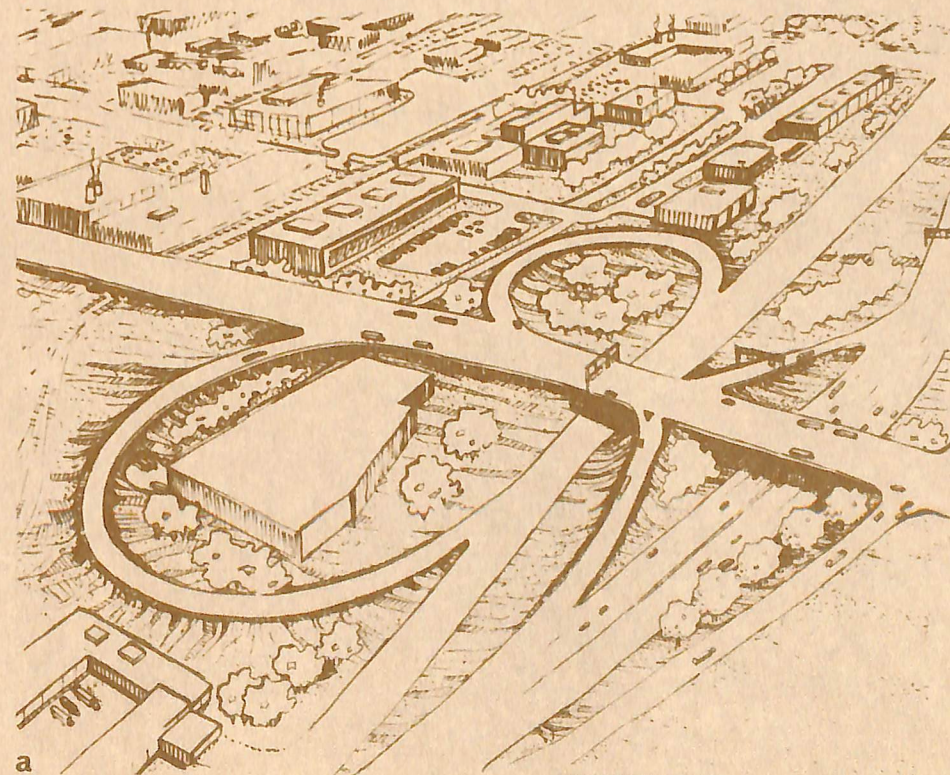
Truck access from the Expressway would be improved by altering the East Grand interchange ⁵ so that trucks traveling north on the Expressway could go directly to East Grand without crossing Broadway. In addition, the proposed improvement of Adelaide ⁶ would create direct access from the Expressway to Hall Street by developing a grade separated interchange with Broadway and elevating the route over existing railroad tracks. (See illustration a) The improvement of Carrie Avenue, shown in Design Section 7, would result in better access to Hall. A new route ⁷ west of the flood protection ⁸ would connect Hall Street and Adelaide with the Municipal Dock and provide access to undeveloped industrial land.

INDUSTRIAL-COMMERCIAL

Many industrial and trucking uses exist within this section, but nearly half of the land is available for new development. In addition to new trucking facilities,

large industries and industrial parks could be built on vacant property along Hall Street. A fifty-five acre industrial court ⁹ is proposed south of the sewage treatment plant, and industrial offices could be established along Broadway.

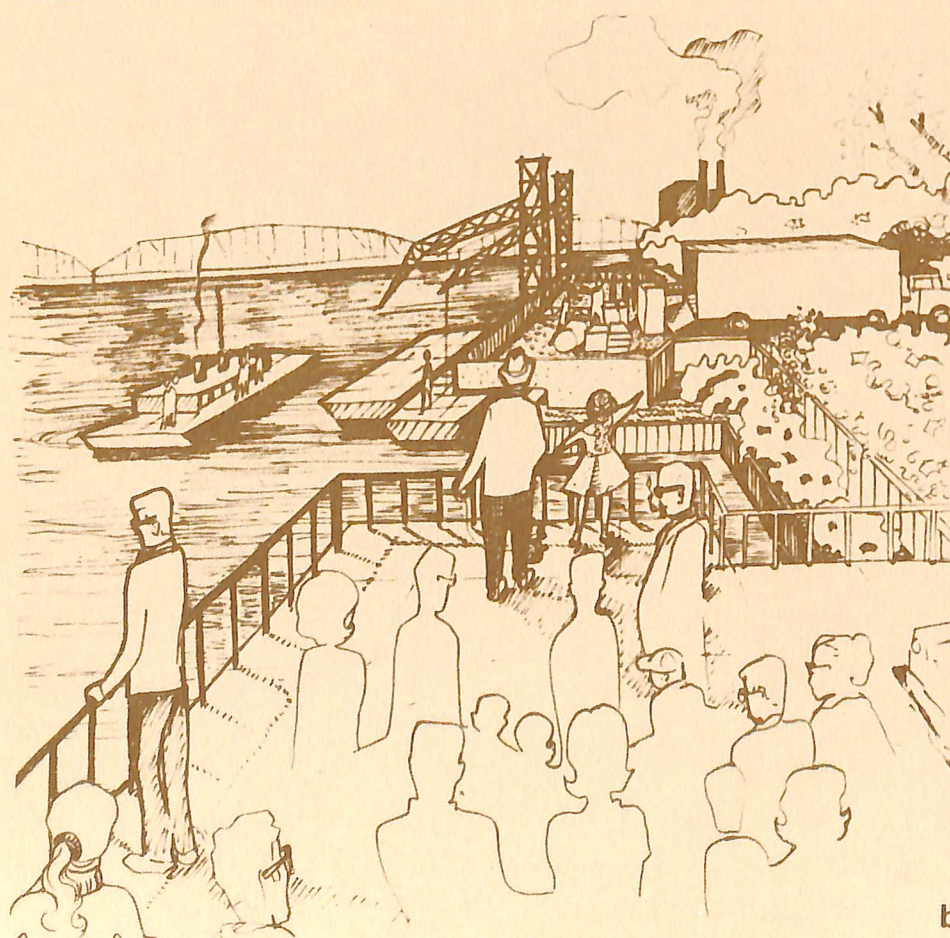
A new barge loading center ¹⁰ is proposed north of McKinley Bridge ¹¹ and could connect with the proposed ramp from the bridge and the new primary route ⁷ west of the flood protection levee. A small commercial center, ¹² including an existing bank at Broadway and Salisbury, ¹³ would serve residents living west of the Expressway, industrial workers and those driving to the Riverside Parkway. ¹⁴



• IMPROVEMENTS OF ADELAIDE AVENUE •

RIVERSIDE PARKWAY

North of the McKinley Bridge, a major entrance¹⁵ to the Parkway is proposed connecting the Parkway with both the bridge and the Expressway. A twenty-one acre park is planned with picnicking, concessions, and other recreational facilities around a lake.¹⁶ East of the park along the Riverfront route, a peninsula¹⁷ could be built where River activities and adjacent barge loading operations could be observed. (See illustration b)

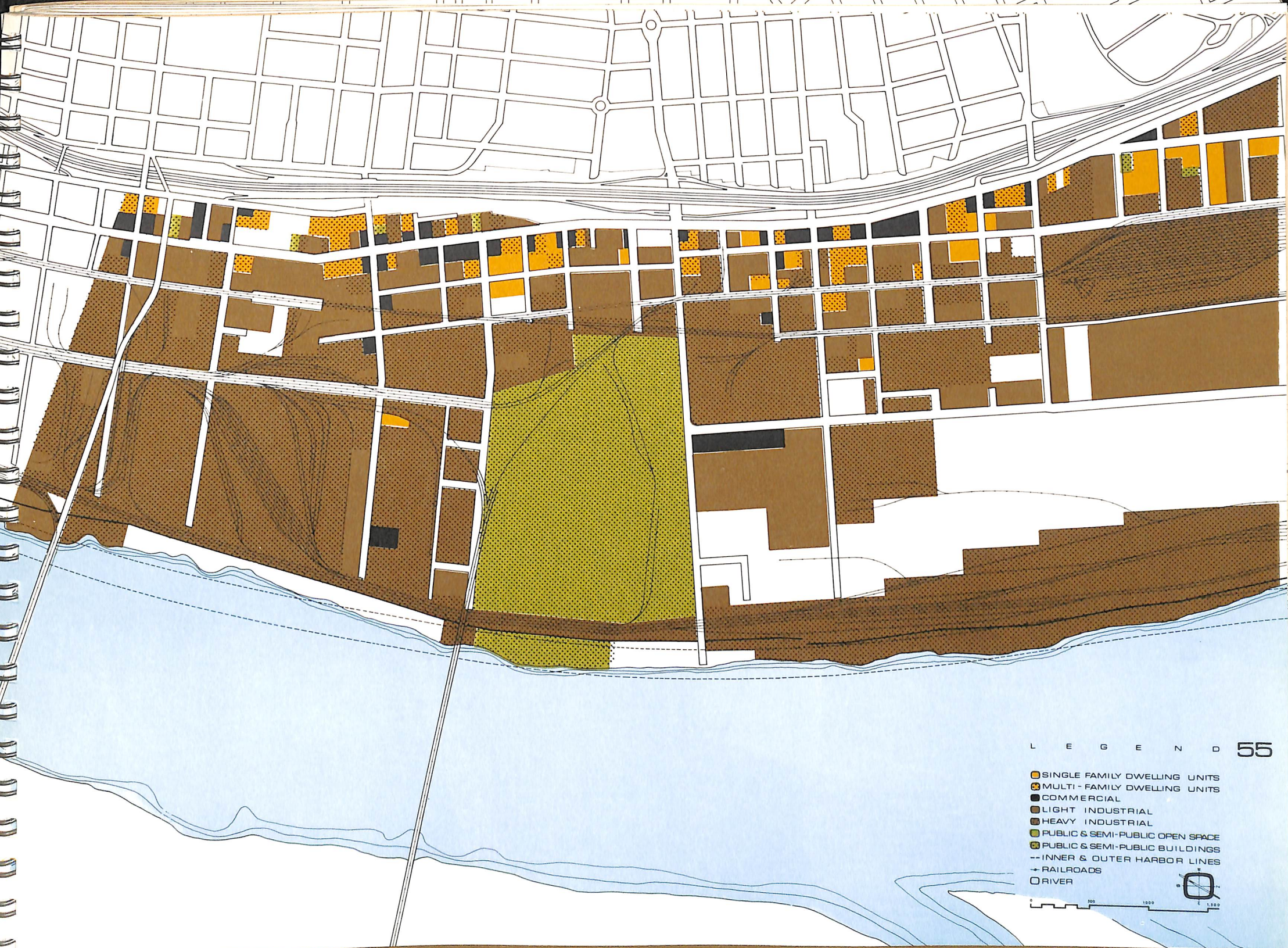


• SPECTATORS OBSERVING BARGE LOADING •



• RE-USE OF NAVAL STATION AS TOURIST CENTER •

From this complex, the route progresses north under the Merchants Bridge¹⁸ and passes the old Naval Reserve Station,¹⁹ which could be rehabilitated for a tourist oriented use. (See illustration c) North of an automobile connection with East Grand,²⁰ the route would go under a conveyor belt²¹ of an existing grain elevator and continue northward on the River side of the flood wall.



L E G E N D 55

- SINGLE FAMILY DWELLING UNITS
- MULTI-FAMILY DWELLING UNITS
- COMMERCIAL
- LIGHT INDUSTRIAL
- HEAVY INDUSTRIAL
- PUBLIC & SEMI-PUBLIC OPEN SPACE
- PUBLIC & SEMI-PUBLIC BUILDINGS
- INNER & OUTER HARBOR LINES
- RAILROADS
- DRIVER

0 200 1000 1,500

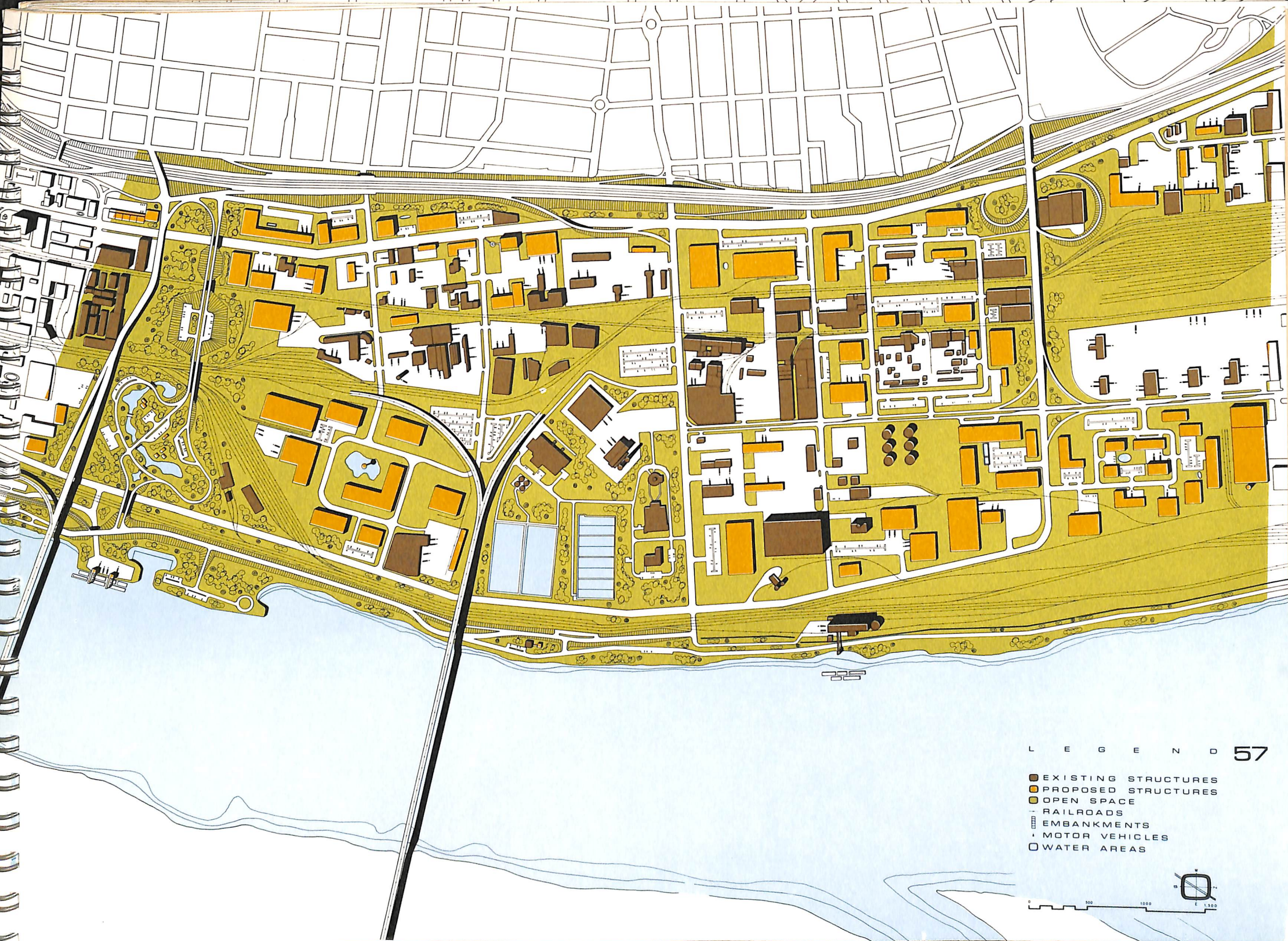


56

L E G E N D

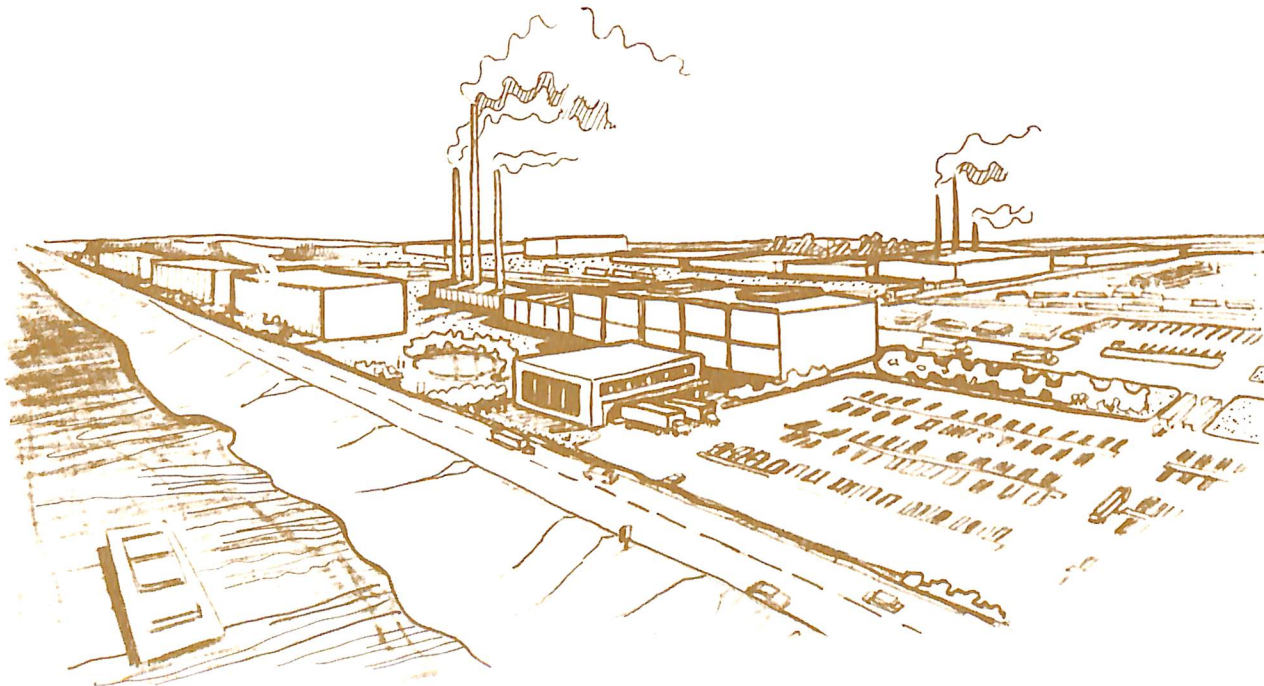
- COMMERCIAL
- LIGHT INDUSTRIAL
- HEAVY INDUSTRIAL
- PUBLIC & SEMI-PUBLIC OPEN SPACE
- PUBLIC & SEMI-PUBLIC BUILDINGS
- RAILROAD
- RIVER





DESIGN SECTION 7

CARRIE AVENUE TO VALLEY DRIVE



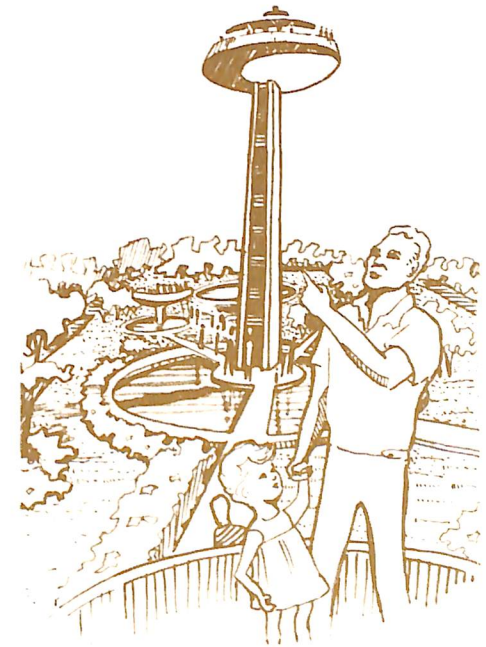
• PROPOSED HEAVY INDUSTRIAL •



• CITY WORK HOUSE •

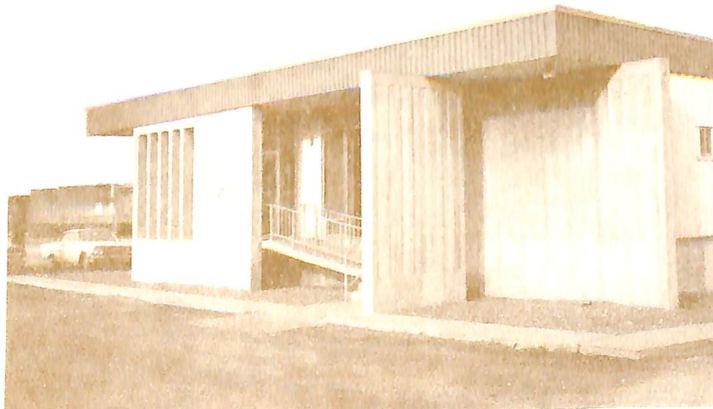


• UTILIZATION OF LEVEE FOR PUBLIC ROADWAY •



• ISLAND OVERLOOK TOWER •

58



• NEW HALL STREET DEVELOPMENT •



• MIDWAY OF ISLAND AMUSEMENT CENTER •

SUMMARY OF EXISTING CONDITIONS

- Locations of numbered elements shown on pages 64-65 •

This largely industrial area includes most of the Hall Street¹ district. Much of Broadway² in the industrial area is flanked by deteriorating small industries mixed with strip commercial structures. Circulation to Hall Street is difficult and large vacant parcels of land lacking public access exist along Hall.

The eastern edge of Baden, a large residential area between Calvary Cemetery³ and Riverview,⁴ is within this section. This stable neighborhood suffers from through industrial traffic, strip commercial, and mixed uses, particularly along Broadway.

CIRCULATION

Access to Hall Street would be improved by upgrading Carrie Avenue⁵ as the most northern route linking Hall with the Mark Twain Expressway,⁶ developing Aurora⁷ as a through street from Broadway to Hall, and connecting Broadway with Hall near vacated Blase Avenue.⁸ It is also proposed that Halls Ferry Road⁹ be realigned and extended to join Bittner,¹⁰ intersecting with Hall, thus providing residents to the west direct access to the industrial area. The upgrading of the intersection at Hall and Riverview would facilitate industrial movements between Hall and Interstate 270 via Riverview.

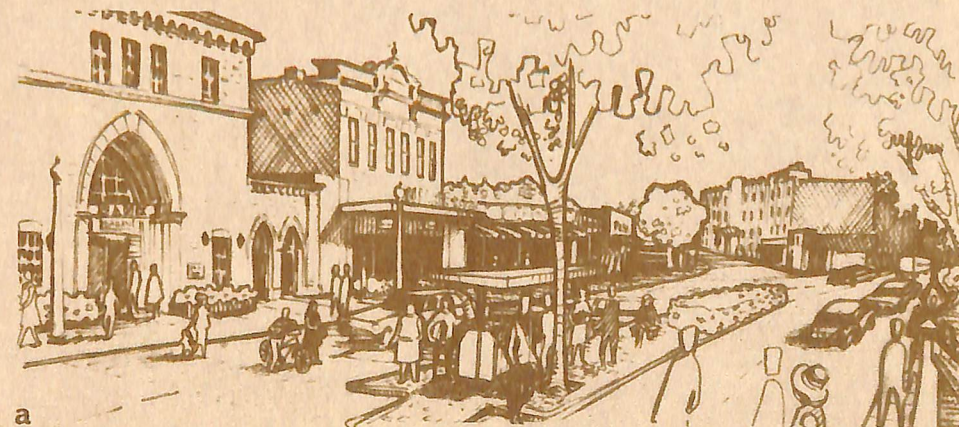
The Broadway-Hall connection⁸ would result in the section of Broadway north of Blase becoming a residential boulevard free from industrial traffic. Further improvement of this neighborhood would be produced by the

creation of a residential loop street system off Broadway Boulevard,¹¹ eliminating connections with Hall.

Industrial development along Hall would be encouraged by loop streets to serve both existing and proposed uses. The improvement of Prescott¹² and West Third Street¹³ as industrial feeders would promote industrial construction between Hall and Broadway.

INDUSTRIAL-COMMERCIAL

In general, the industrial property just east of Broadway is used by large established industries or trucking facilities; however, there are many prime locations which would provide excellent opportunities for redevelopment. Property near Hall Street is also used by industries and trucking terminals, but some is still available for development by large industries or for industrial courts. These sites, up to fifty-five acres in size, have excellent rail facilities, and the proposed streets would provide excellent access. The major existing industries west of Riverview and north of Maline Creek¹⁴ would remain.

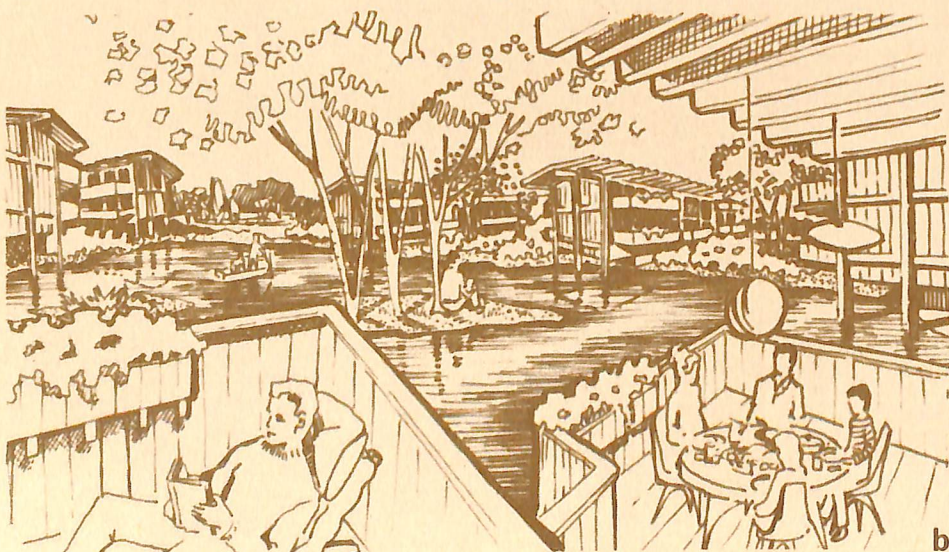


• REHABILITATED BROADWAY COMMERCIAL IN BADEN •

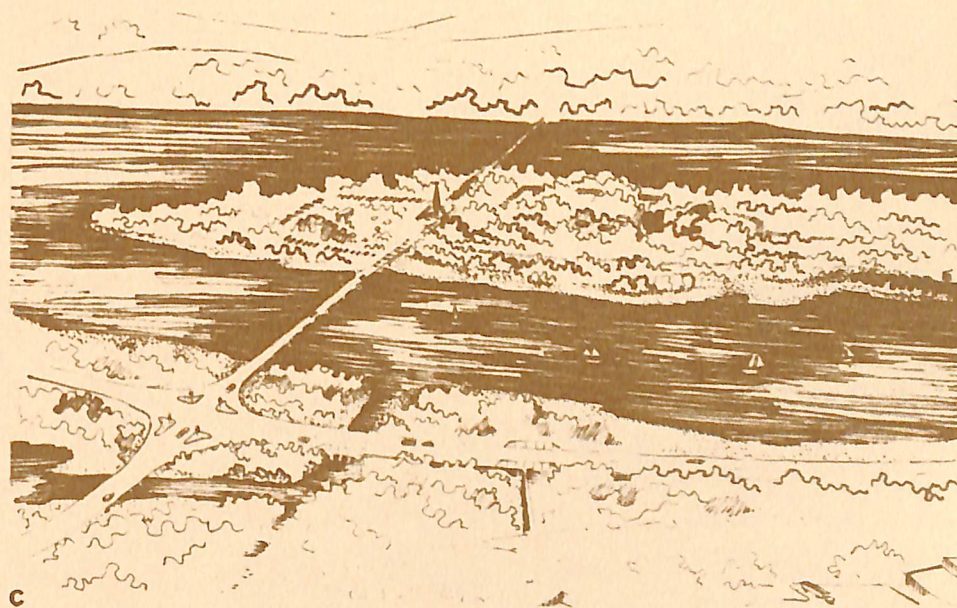
A small shopping center at Riverview and Broadway could be expanded by relocating some of the strip commercial development along Broadway to this site. Other existing shopping facilities could remain in a commercial concentration on the west side of Broadway, south of Halls Ferry Road. This shopping center would utilize existing buildings as well as proposed structures and include ample off-street parking. (See illustration a)

RESIDENTIAL

Residential areas west of Hall would be retained and rehabilitated. Garden apartments could be built along Broadway Boulevard¹¹ wherever strip commercial or deteriorating housing units would be removed. This type of unit could also be built on the vacant sixteen acre site of the old waterworks,¹⁵ north of the Halls Ferry Road extension. A low area on this site could be developed as a lake with clustered buildings around it. (See illustration b) A planting buffer and visual screen¹⁶



• GARDEN APARTMENTS AROUND LAKE •



• AUTOMOBILE ACCESS TO MOSENTHIEN ISLAND •

is proposed between the industrial and residential areas. Single family residences between Adrian¹⁷ and Valley¹⁸ Drives would be retained.

RIVERSIDE PARKWAY

At the north end of the flood wall¹⁹ the Riverfront route²⁰ will continue along the top of the levee. This will give the traveler not only a better view of the River, but also a view of the new Hall Street industrial complex and the new Work House.²¹ Picnicking and other activities will be provided in an existing area²² of natural vegetation nearby. North of Maline Creek, the Parkway intersects with the proposed Mosenthien Island Bridge approach,²³ which makes connection with Riverview Drive. The entrance to the Island,²⁴ a major metropolitan facility, would be appropriately developed by retaining most of the natural vegetation. (See illustration c)

MOSENTHIEN ISLAND

- Locations of numbered elements shown on pages 67-68 •

Located in Illinois two thousand feet from the St. Louis waterfront, the undeveloped 934 acre Island has great recreational potential as a bi-state regional park. The Island, having white sand beaches, is largely covered with trees.

- Short Range Island Development •

The great lack of natural recreational facilities near the urban population of the City makes the immediate development of Mosenthien Island for this purpose imperative. No other large tract of land exists to fulfill this need.

Regularly scheduled water transportation should be initiated between the Island and the St. Louis Riverfront. This water ferry would make the Island available to the public by linking the proposed park²⁵ north of Maline Creek with two docking facilities on the Island. Initial development would provide pedestrian oriented uses such as hiking and picnicking.

The natural vegetation could remain on much of the Island, particularly at the north end. This site would be developed into a camping area²⁶ with cabins and tent sites for use by individuals or groups. A beacon tower²⁷ in the center of this forest would provide a means of locational reference for those using Island facilities. Lakes²⁸ could be built for fishing, canoeing and ice skating. Located near the camp sites, there would be a pavilion²⁹ providing shelter for group activities, a stable³⁰ for the rental of riding horses and a water ferry

landing,³¹ from which transportation would be provided to Missouri and the rest of Illinois. Trails for hiking, horseback riding and bicycling would allow trips from one end of the Island to the other or around the camping areas.

At the center of the Island, an amusement center³² is to be created, and swimming facilities³³ are proposed at an existing sand beach³⁴ on the west side of the Island. Nearby, a marina³⁵ could be built in a natural inlet providing docking facilities for the water ferry as well as private craft.

- Long Range Island Development •

In order to make the Island activities more convenient to the citizens and in order to develop the Island to the maximum potential, bridges are proposed to connect the Island with both Missouri and Illinois. The Illinois approach could be from Interstate 270 or the extension of the Great River Road, while the Missouri approach would be from Riverview and the Riverside Parkway.³⁶

Vehicular circulation on the Island would be limited to a series of loop streets, some of which would be on low levees³⁷ to protect improvements from occasional high water. The loops and bridge approaches would all intersect at a large traffic interchange with a tall Island overlook tower³⁸ in the center acting as a focal point for development. When automobile access is provided, unlimited recreational and commercial facilities would be developed.

Near the overlook, it is proposed that a motel-hotel complex³⁹ be constructed which would accommodate



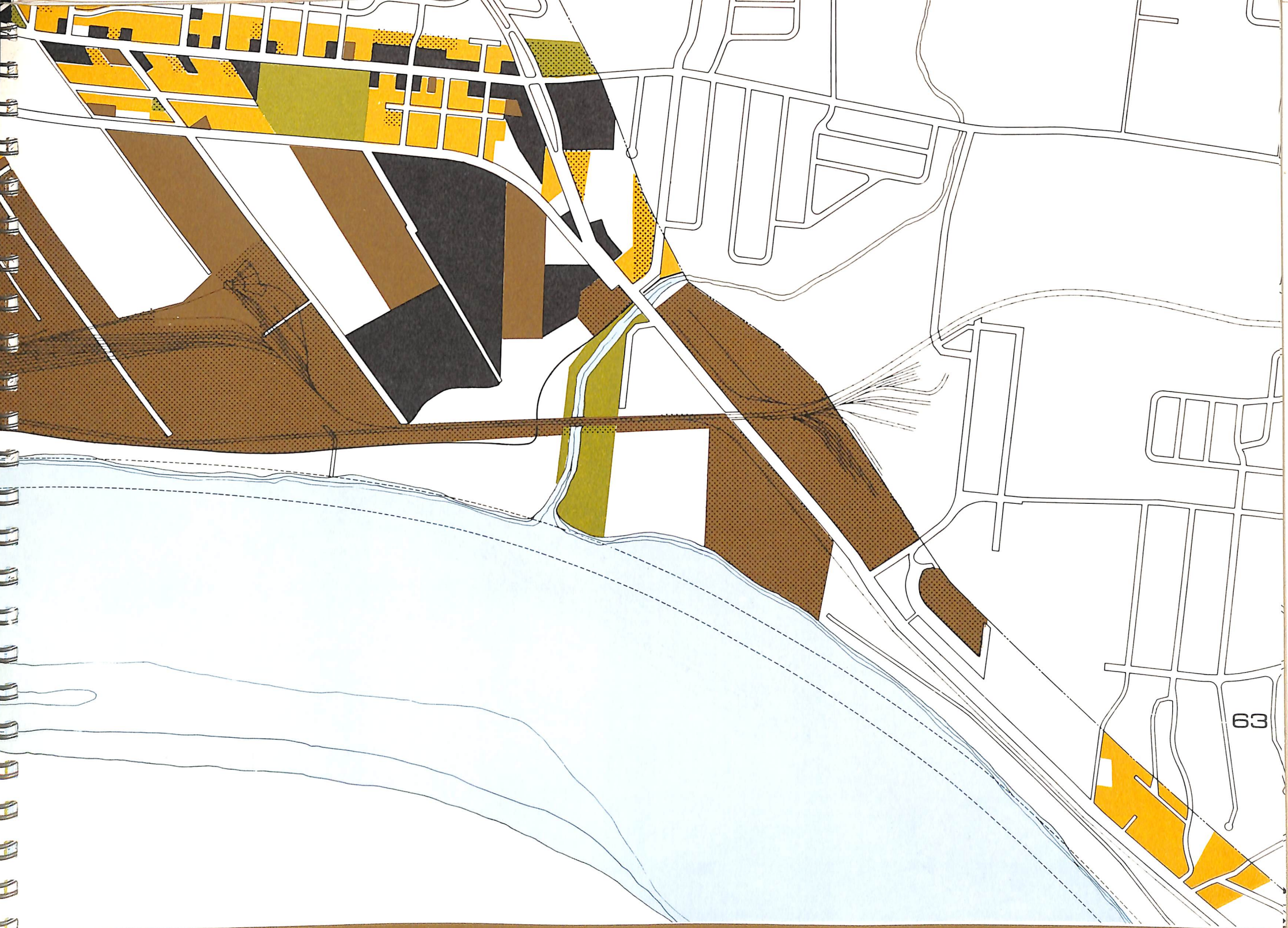
62

L E G E N D

- SINGLE FAMILY DWELLING UNITS
- MULTI-FAMILY DWELLING UNITS
- COMMERCIAL
- LIGHT INDUSTRIAL
- HEAVY INDUSTRIAL
- PUBLIC & SEMI-PUBLIC OPEN SPACE
- PUBLIC & SEMI-PUBLIC BUILDINGS
- INNER & OUTER HARBOR LINES
- RAILROADS
- RIVER

0 500 1000 1500





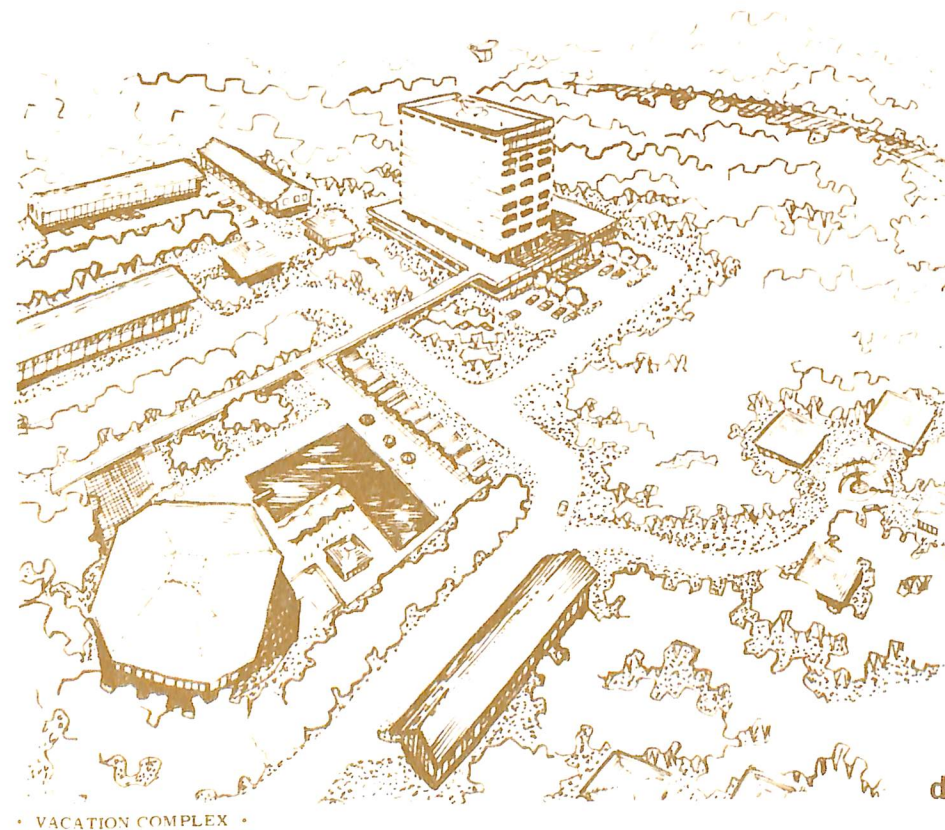


PROPOSED LAND USE 7



persons staying overnight, as well as those staying on the Island for a vacation. A heliport⁴⁰ could be a part of this complex. (See illustration d) The amusement center could be enlarged, providing activities for both children and adults. An outdoor amphitheater⁴¹ could be included.

An eighteen hole golf course with clubhouse,⁴² tennis courts, restaurant, and pool could be developed as shown for either public or private use. The recreational concentration⁴³ would have an olympic pool with tennis courts and athletic fields nearby. Island development shown in the short range plan could be expanded by the



• VACATION COMPLEX •



• BOATEL AT THE MARINA •

addition of more cabin sites⁴⁴ on the east side of the Island. Other Island activities might include a legitimate theater, an aquarium and an art, history or science museum.

The Island's natural inlet would be expanded into a major metropolitan marina facility. (See illustration e) Slips for long or short term use, boat launching ramps, boat rental and related activities would be provided. A "Boatel"⁴⁵ would encourage boating up the Mississippi from other towns for short vacations on the Island and in the City. The water ferry service would continue and water transit to downtown St. Louis could be provided.

DEVELOPMENT PLAN 7•INCLUDING SHORT RANGE ISLAND DESIGN



DEVELOPMENT PLAN 7•INCLUDING LONG RANGE ISLAND DESIGN



L E G E N D

EXISTING STRUCTURES



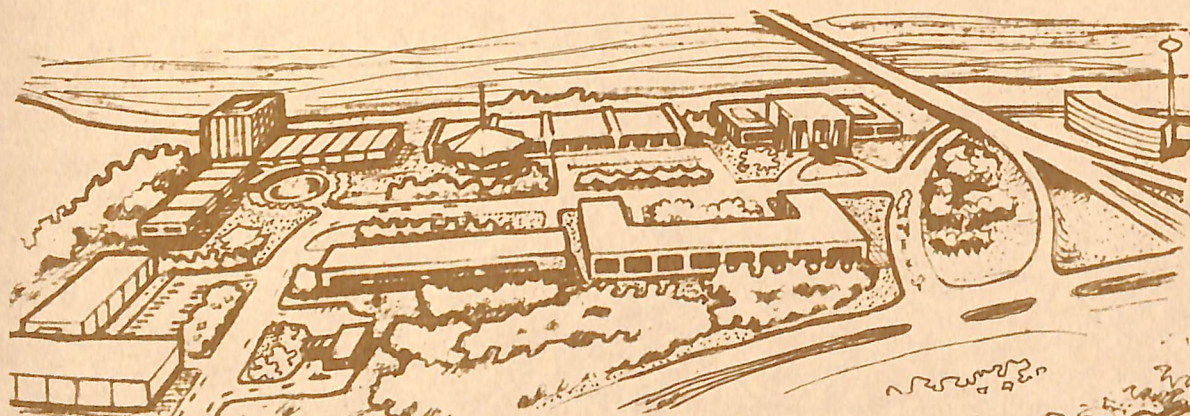
L E G E N D

- EXISTING STRUCTURES
- PROPOSED STRUCTURES
- OPEN SPACE
- RAILROADS
- EMBANKMENTS
- MOTOR VEHICLES
- WATER AREAS
- SAND BEACHES

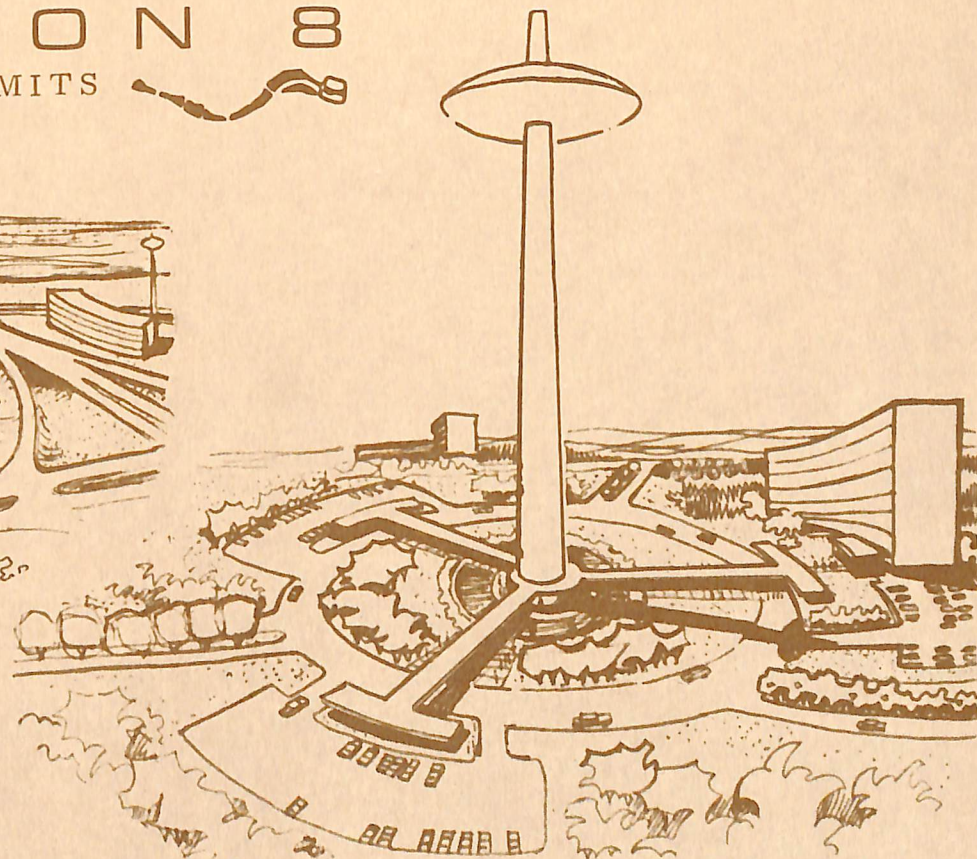


DESIGN SECTION 8

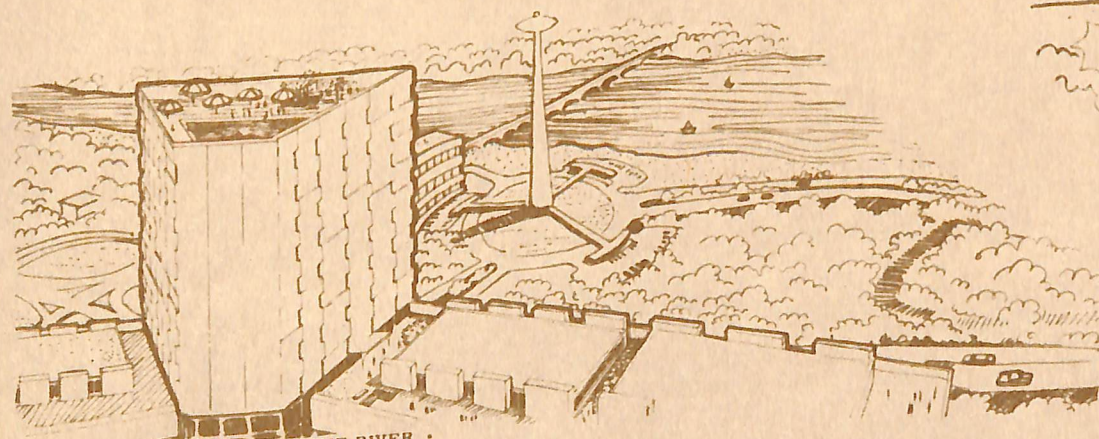
VALLEY DRIVE TO NORTH CORPORATE LIMITS



• INTERSTATE 270 COMMERCIAL CENTER •



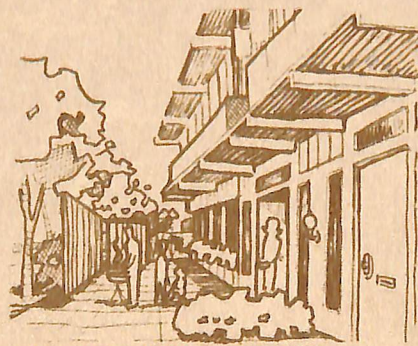
• NORTH ENTRANCE TO PARKWAY •



• APARTMENTS OVERLOOKING THE RIVER •



• PICNICKING AT THE WATER'S EDGE •



• HILLTOP GARDEN APARTMENTS •



• CHAIN OF ROCKS WATERWORKS •



SUMMARY OF EXISTING CONDITIONS

- Locations of numbered elements are shown on page 72 •

Much of the Waterworks¹ property along the water's edge is not developed and the valuable property north of the new Chain of Rocks Bridge² (Interstate 270),³ currently used by a golf club, should be developed for a much higher use that relates to the Interstate. The view afforded from the high hilltop west of Riverview Drive⁴ should be made available to a greater number of people.

COMMERCIAL

It is envisioned that the Waterworks remain in a park setting, with sufficient space for expansion. Highway oriented commercial development⁵ is proposed north-east of the intersection of Interstate 270 and Riverview. The complex would include motels, restaurants, service stations and other highway service activities, all to be developed as one coordinated center. (See illustration a) A site south of the Interstate bridge and east of Riverview, at the terminus of the Riverside Parkway,⁶ would be a premium location for another motel.⁷

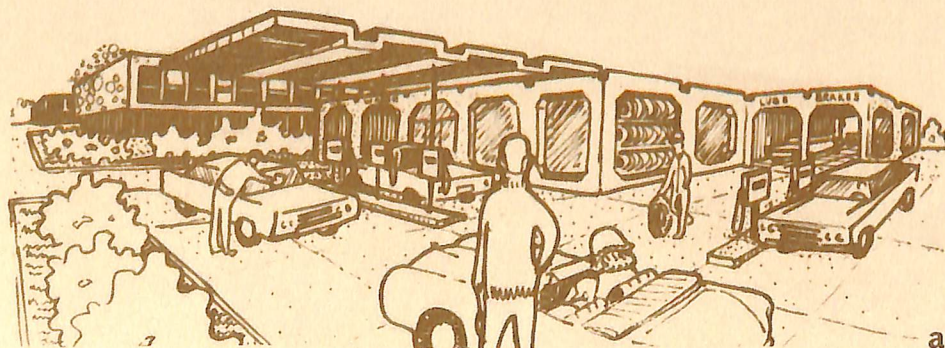
RESIDENTIAL

The existing residences west of the Waterworks between Valley Drive⁸ and Chain of Rocks Park⁹ would remain, but in addition, new six to eight story apartments¹⁰ could be built on this premium hilltop location overlooking the Waterworks Park,¹¹ a proposed observation tower¹² and the Riverfront development. Another new residential complex¹³ on a hillside north of the Interstate and west of Riverview, near the City's north Corporate Limits,¹⁴ would include garden apartments, a concept rather unique in the City. These apartments would each have their own private outdoor space overlooking the River and adjacent development.

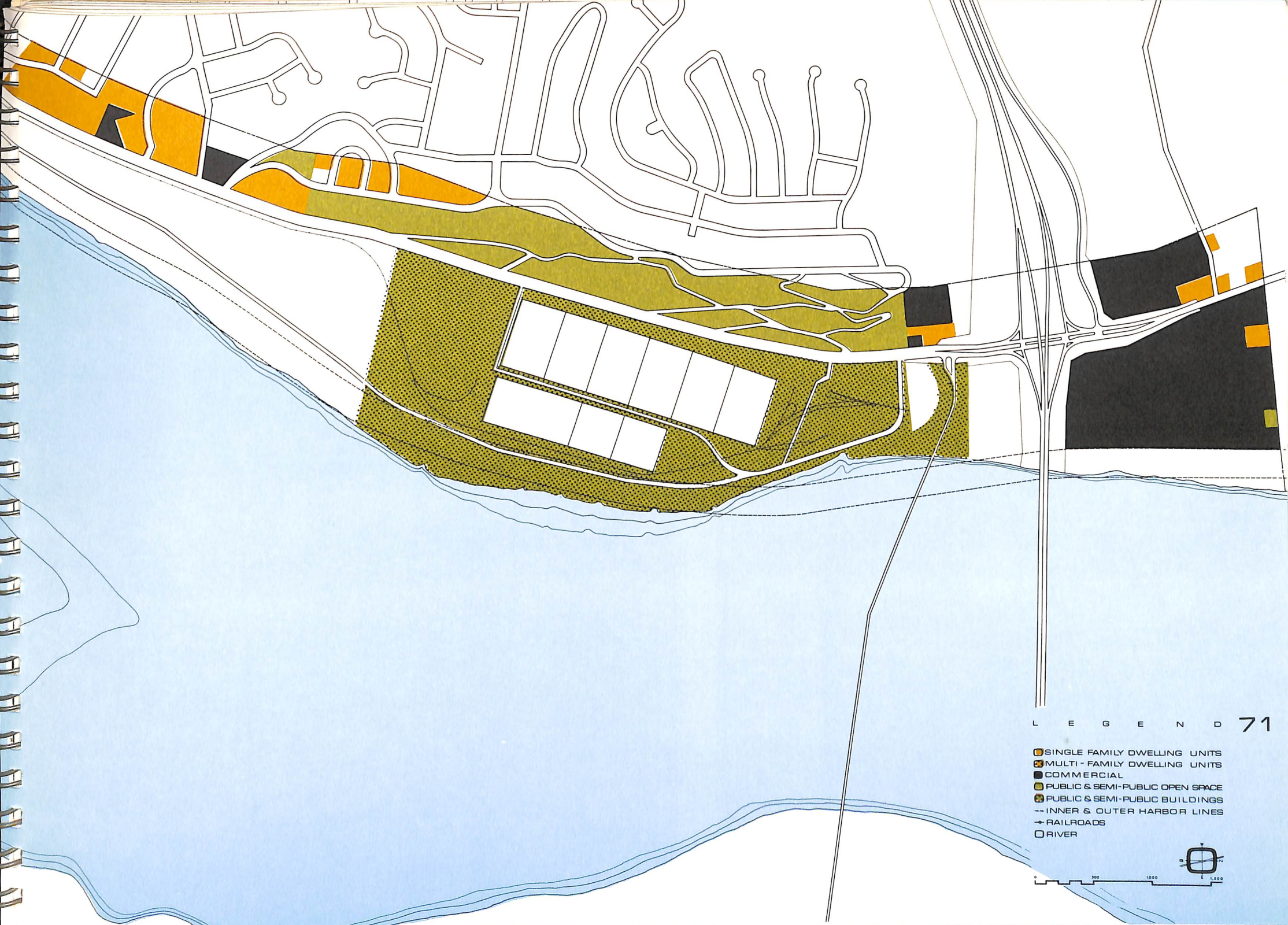
RIVERSIDE PARKWAY

Entrances to the Riverside Parkway, which traverses the Waterworks Park, are located at Spring Garden Drive¹⁵ and west of the proposed observation tower.¹² The tower serves as a focal point for the Riverside Parkway. From its top, one would have a panoramic view of the River, Mosenthien Island development, and the Arch. The park, which incorporates the Waterworks, provides an artificial irregularly shaped lake¹⁶ on which all park development fronts. Picnic facilities, boating, shelters, play equipment, athletic fields and parking are provided. Because the railroad track through this park is 600 to 1,200 feet west of the shore line and because the Parkway route is considerably west of the shore, much of the park can be developed at the water's edge. Park visitors can walk along the bank of the River and view the water and Mosenthien Island unobstructed by roadways, railroad tracks or any other man-made structures.

70

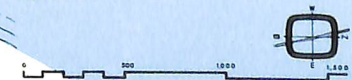


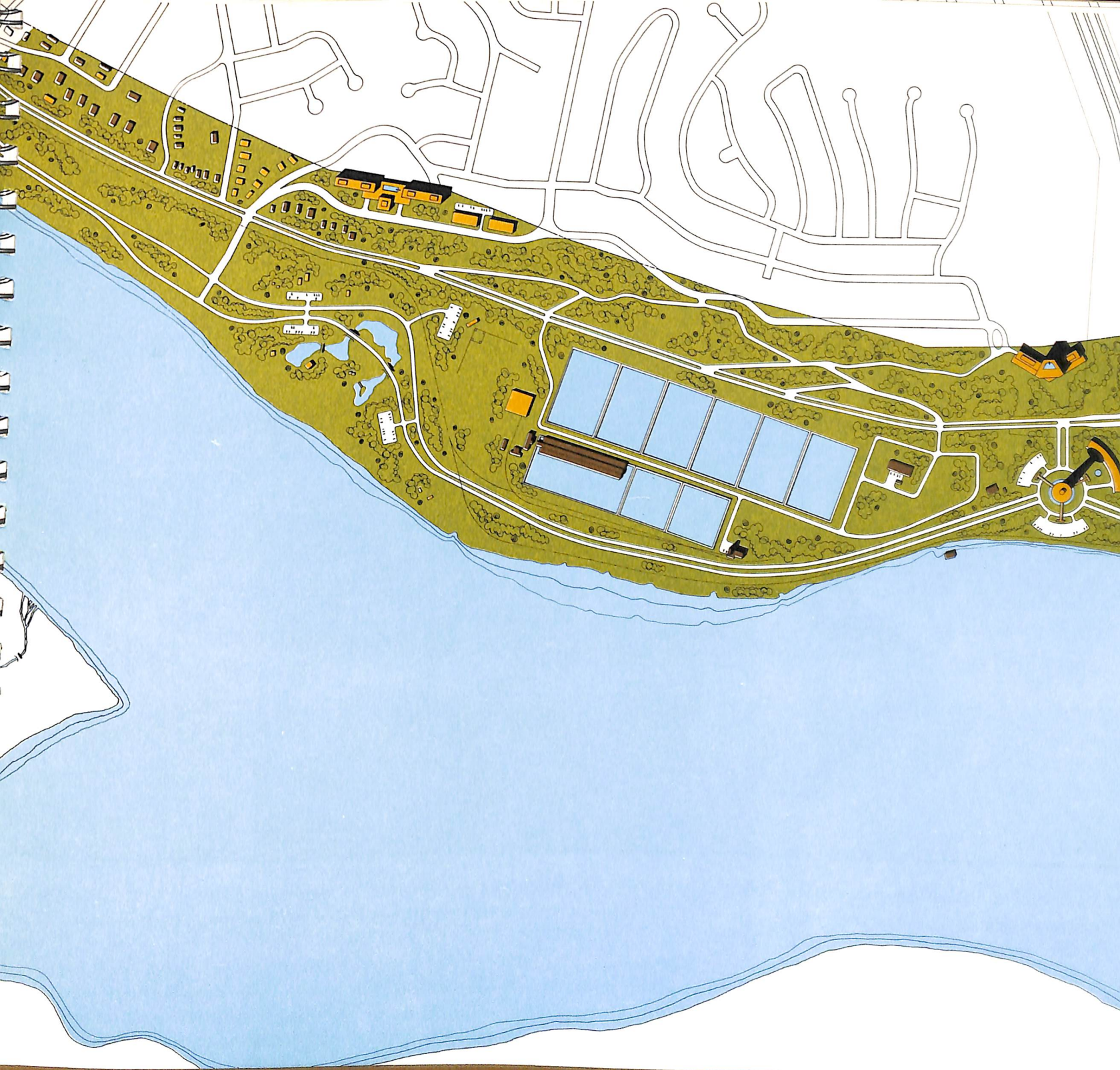
• COMMERCIAL CENTER INCLUDING SERVICE STATION •

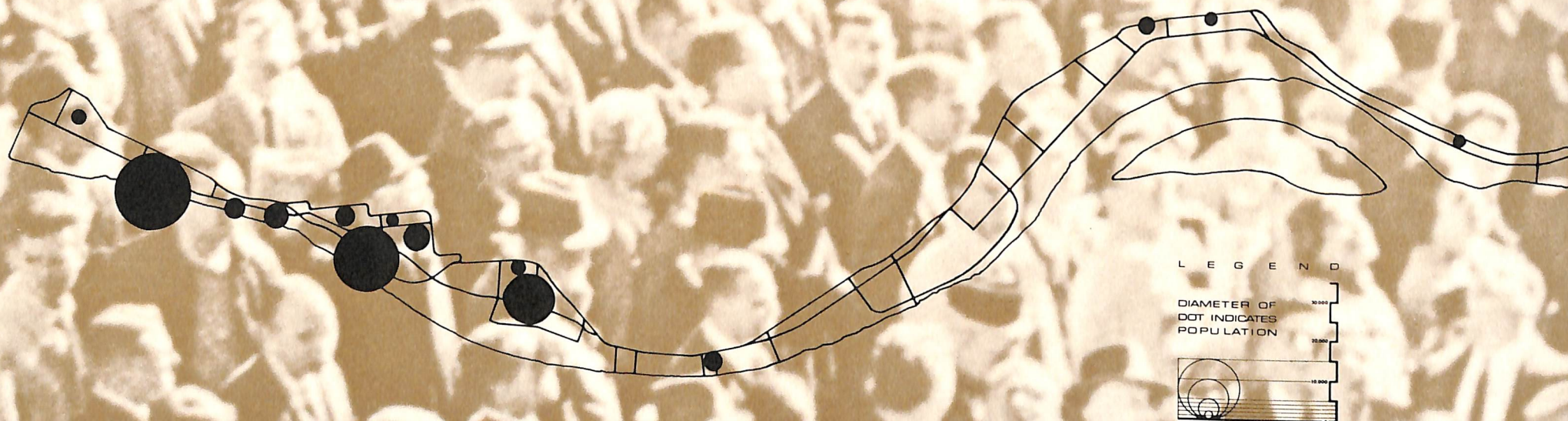


L E G E N D 71

- SINGLE FAMILY DWELLING UNITS
- MULTI - FAMILY DWELLING UNITS
- COMMERCIAL
- PUBLIC & SEMI-PUBLIC OPEN SPACE
- PUBLIC & SEMI-PUBLIC BUILDINGS
- INNER & OUTER HARBOR LINES
- RAILROADS
- RIVER







PROPOSED POPULATION

The Development Plan provides residential units for about 69,400 people. This represents an increase in the overall population of the study area by 22,800. In spite of this, some 11,300 people would require relocation from industrial districts, particularly in the north. The plan basically calls for lowering the density to 5-30 units per acre in low-rise conservation and rehabilitation neighborhoods and raising the density to 30

or more units per acre in the south areas overlooking the River where new high-rise structures are proposed.

In all probability, high-rise apartments would be most attractive to professional people with small families, while proposed garden apartments, rehabilitated town-house units and single family residences would accommodate a middle income clientele with larger families.



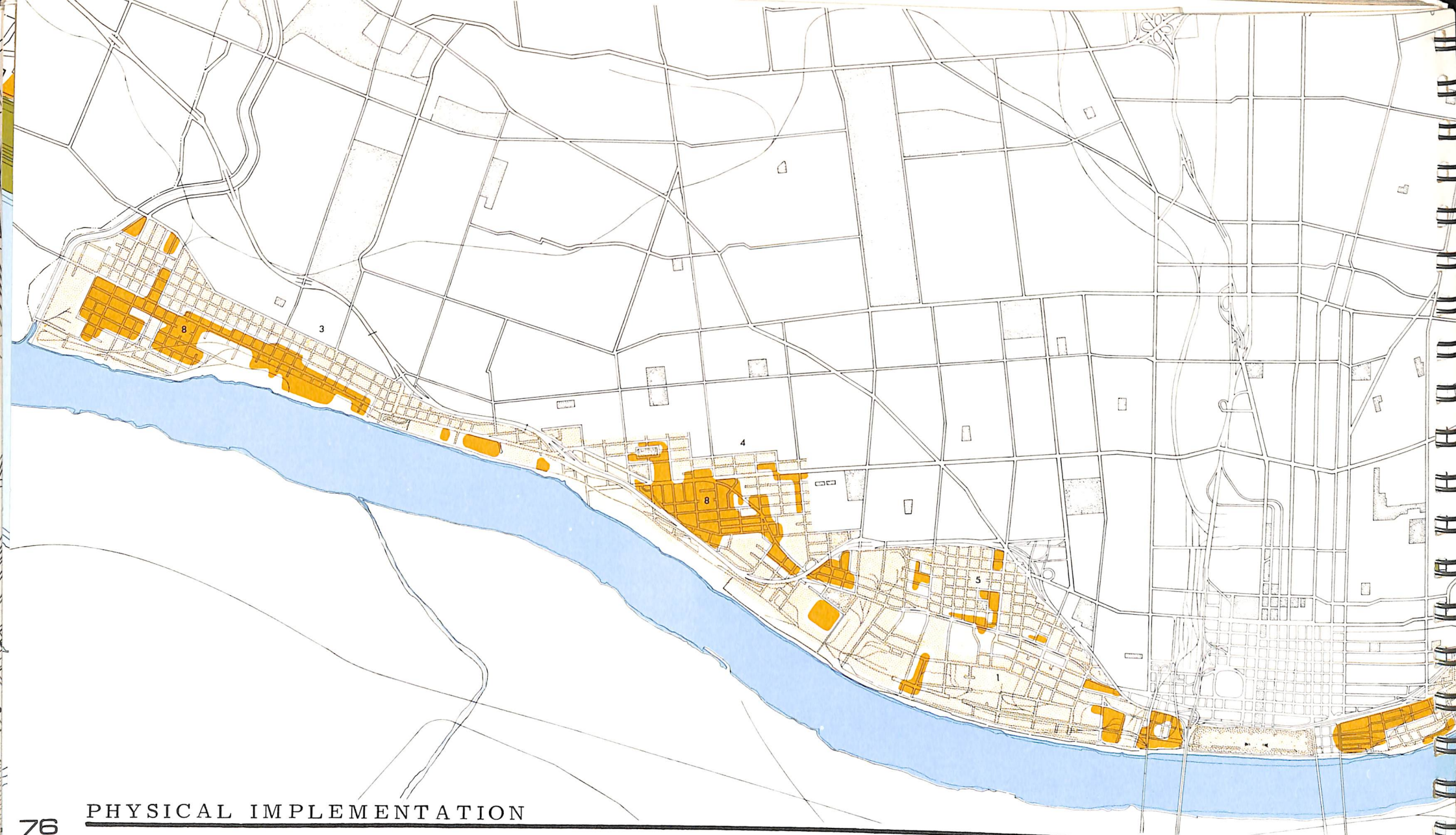
PLAN IMPLEMENTATION

If any planning process is to be effective, the resulting plan must be administered by stating the action required and the tools of implementation available for realizing the plan. This report sets up guidelines for an action program, hopefully resulting in detailed project planning for individual sites. When developed over a period of twenty to thirty years, the realization of these projects should approximate this total plan.

PHYSICAL IMPLEMENTATION

The plan proposed would involve generally three kinds of physical action; as shown on pages 76 and 77, these are conservation and rehabilitation, development of vacant concentrations, and demolition and redevelopment.

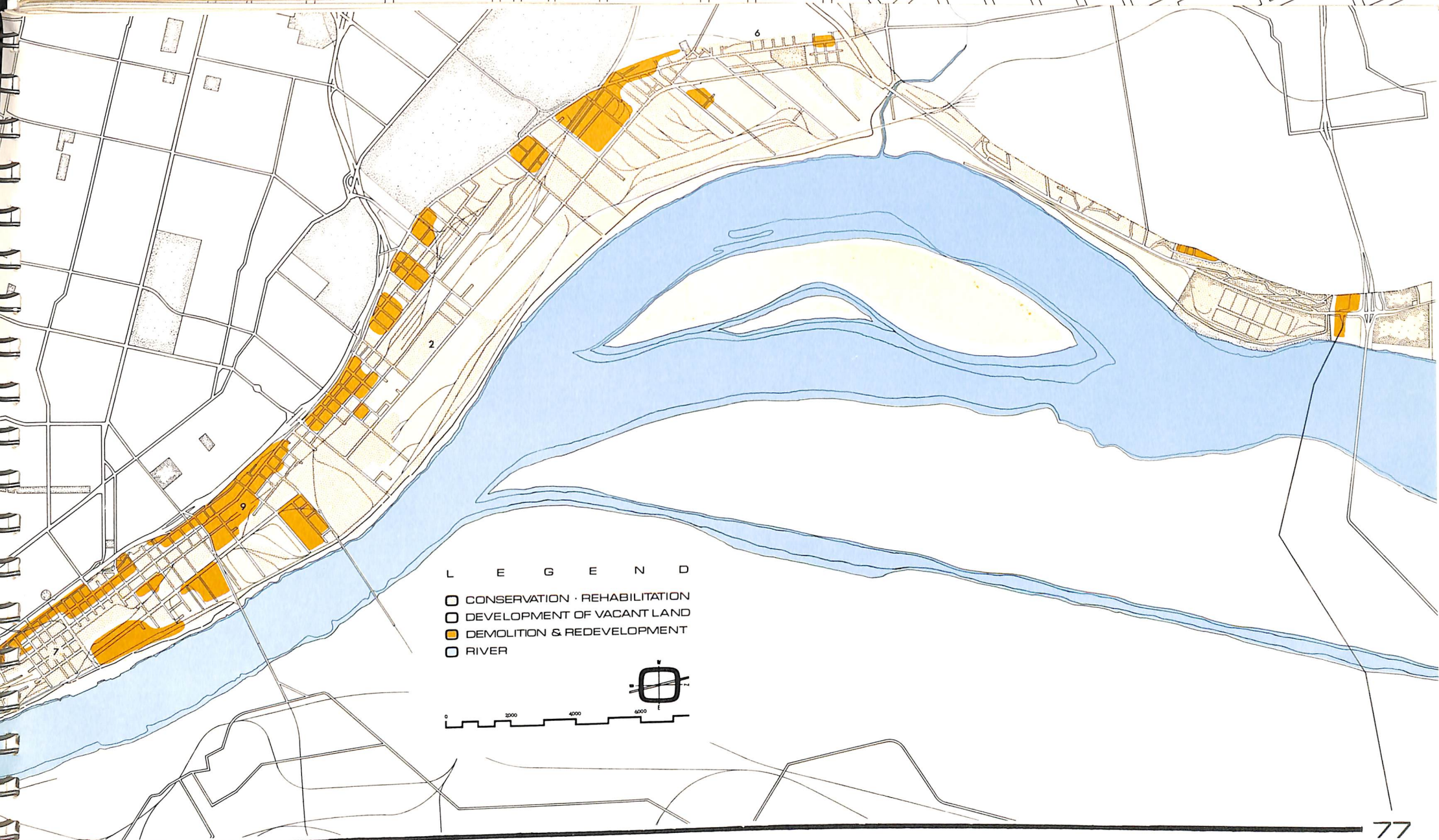
About sixty percent of the Riverfront project area is



PHYSICAL IMPLEMENTATION

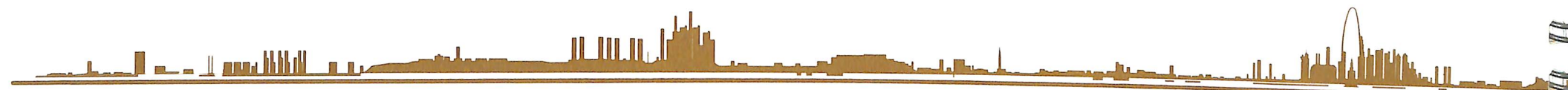
proposed for conservation and rehabilitation. The plan proposes the retention of many existing structures and suggests modern amenities and improved circulation. Conservation, the general preservation of existing elements, occurs mostly in fringe residential neighborhoods and in the Kosciusko¹ and Hall Street² industrial areas. Rehabilitation, providing for better access, new neighborhood facilities and structural improvements, is

planned for residences in part of Carondelet,³ the Cherokee area,⁴ the Soulard district⁵ and Baden,⁶ and for industrial property chiefly along the near north River-front.⁷ Street improvements and other features would be provided by the public sector, while structural alterations might result from publicly stimulated action or private initiative, the improvements always being made by the private owner.



Vacant concentrations ready for development are largely along the water's edge and account for twenty percent of the study area. With the flood wall completed, and new access and other physical improvements provided, these vacant areas should be used for active industrial, residential and recreational activities. Joint action between both the public and the private sectors of the City will be required.

Approximately twenty percent of the Riverfront study area would require demolition and redevelopment. This action is proposed along the southern Riverfront⁸ where development is contrary to the proposed land use. In the north, elimination of substandard and non-industrial uses is proposed through demolition in areas west of Broadway.⁹ East of Broadway, open storage and substandard uses are to be eliminated.



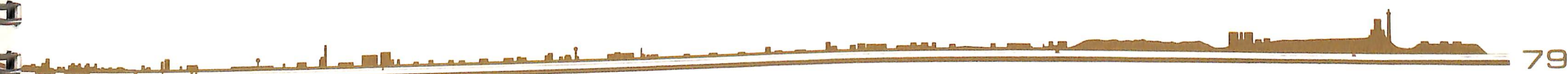
IMPLEMENTATION REQUIREMENTS

If this plan is to be effective, specific legal and administrative actions are necessary. These, along with the understanding and support of the citizens of St. Louis, will manifest the desire that this plan become a reality.

The zoning map for the City should be revised to cor-

respond with this study. The changes should be staged to reflect the logical land patterns which evolve from a growing community.

Areas to be developed will require large scale replanning. This would be accomplished through Federal renewal, Missouri's redevelopment law or other treatments yet to be conceived. Whether the renewal necessary in the



study area is privately or federally financed is not of prime importance, but rather the premise that each project be coordinated with the total plan is essential.

Today, there is an ever enlarging base for community action through federal aid programs. For maximization of these supplemental funding opportunities, it is essential that the City detail its public expenses as a part of

a long range capital improvement program. Accomplishment of this objective would facilitate orderly growth and the execution of this Riverfront plan. Capital funds for public improvements in the Riverfront area could be systematically scheduled and could then serve as a strong and positive ingredient to encourage private investment.

One of the City's basic deficiencies effecting develop-

ment in St. Louis is air pollution. This is particularly evident in the Riverfront study area. Pollution is a metropolitan problem requiring joint action; however, the City should use all implementation tools available to immediately eliminate the problem within its own confines. Without this underlying improvement, residential development of the type proposed will not occur and new industrial activity will be of a low standard.

CONCLUSION

This plan is the result of the cooperation of many individuals and groups who have supplied the City Plan Commission staff with data and knowledge necessary to produce this report. If the report stimulates the imaginative thinking of these and others, it will have served its primary purpose. The plan is not the sole responsibility of any one sector of the community. It will become a reality only if the citizens of St. Louis want it to become a reality. Using the plan as a guide, public and private sectors of the City can develop a Riverfront which will be noted for its compatibility of uses and design excellence. St. Louis will then be utilizing the entire nineteen mile Mississippi Riverfront to its fullest extent and, as a result, can reap numerous benefits.

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